JOHN BULL, JANUARY 14, 1933

TWOPENCE
Vol. LIII.
1357.

"OVER THE TOP"—by LORD CECIL SEE PAGE 7.

JOHN BULL

Take care of yourself —take BOVRIL

When epidemics are about the safest precaution is to build up your health and strength to resist infection. In other words, to take Bovril.

For Bovril has the special value of directly feeding and stimulating the vital processes of the body. If you take Bovril regularly you are taking a quick way as well as a sure way of building up vitality and renewing your defensive powers against illness.

And those who are just recovering from influenza will find Bovril invaluable in restoring strength and health and preventing post-influenza weakness and depression. You are sure of being nourished if you take Bovril.

A Hint to large Employers of Labour

When Influenza is prevalent, hot Bovril served to the staff about 11 o'clock in the morning will be found a valuable safeguard.

BOVRIL is a good defence against INFLUENZA

3 Valve RADIO £4.18s

No matter where you live. I can fix you up with any kind of wireless set, including Radio-Grams, and guarantee first-class results. **All sets sent ON APPROVAL, CARRIAGE PAID.** All ready to switch on. **Cash or easy terms.**

WRITE FOR LISTS NOW

Chas. [illegible]
WIRELESS WAREHOUSE, DEPT. 8, COVENTRY

THE ORIGINAL

READICUT RUG WOOL

CUT INTO LENGTHS READY FOR USE FREE OF CHARGE
Cable and 6-fold.
100 shades.

FROM 1/- PER LB.

Send a postcard for
FREE Rug Book, containing 33 coloured Rug Designs and Samples of Wools, Canvas, etc.

READICUT WOOL CO.,
Dept. J.B., OSSETT, YKS.

Outstanding offer of Men's PATENT LEATHER DRESS SHOES

Made in ½ sizes from 5 to 12 inclusive. British.

Unique method of manufacture makes these high-grade British made shoes ultra flexible and delightfully comfortable. You can dance to your heart's content in these shoes, without distressing your feet. Special Cushion Sole. Recommended by Gold Medal Dance Professional.

E. DUNCAN & Son, Ltd.
(Dept.J.B.)
Saltburn-by-Sea.

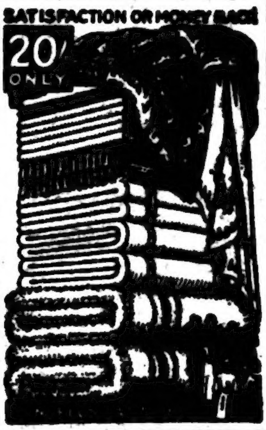
12/9 POST & PACKAGE 9d EXTRA

QUILTS FREE

SATISFACTION OR MONEY BACK

20/- ONLY

2 Woolly Blankets	80x70
2 Bolton Sheets	90x70
2 White Pillow Slips	30x18
1 White Bolster Case	56x20
1 Art Printed Bedspread	
2 Coloured Turkish Towels	
2 Chamois Polishers	
3 Dainty Handkerchiefs	
1 Pair Art. Silk Hose	
1 Willow Pat. Duchess Set	



All Double Bed Size.
Buy direct from our mill for service and value.

CARR. FREE. **20/-** CASH or C.O.D.
or single bed size 18/-

FREE GIFT of lovely WADDED DOWN QUILT sent with each Bale.
Damask tablecloth also free if cash with order,

PATON MILL Co., Dept. 8.
Paton St., MANCHESTER

STOCKTAKING SALE

"The Aircraft" WRIST WATCH SMART RELIABLE

The new type moving dial wrist watch at manufacturers' price. Gives time to the second at a glance. The movement is identical to most expensive models, and is modernly cased in fashionable Chromium, now preferred to gold. Absolutely shockproof, non-magnetic and fitted with the new clip spring which prevents overwinding. Complete with strap. Three years' written warranty. Send this advt. and secure your 1933 Stocktaking Bargain now. Also Pocket Model, 4/6. Post 6d. Ladies' Dainty Model with silk band, 11/9. Post 6d.

POST 6d **7/6**

ANGLO AIRCRAFT WATCH DISTRIBUTORS
(Dept.J.B.4), 18a NEW OXFORD STREET, LONDON, W.C.1
(Opposite West Central P.O.)

GUM BOOTS MADE LIKE A MOTOR

Gum boots that are made like a motor tyre and equally as solid. Exactly as supplied to the Forces. We guarantee these to be practically indestructible and to give endless hard wear in the roughest use. For occasional wear, will last a lifetime.

SATISFACTION OR FREE GIFT OF 1/-

Send for a pair now, and if not completely satisfied, we will give you 1/- recompense for your trouble. Ideal for farm, navvy, dock use, fishing, shooting, garage. Every pair guaranteed.

Postage 1/-. Sizes 7 to 11, C.O.D. if preferred. **8/9**

NUTTALL,
1, GOODMAYES,
ILFORD.

JOHN BULL'S SHOP WINDOW
ALL ROUND VALUE
A SQUARE GUARANTEE
FOR A SQUARE DEAL

EVERY OFFER COVERED BY MONEY-BACK GUARANTEE ON PAGE 28.

EX GOVNT. KHAKI RIDING BREECHES

Just the thing for drivers, roundsmen, farming, stables and sports wear. Genuine Army surplus unused goods. Extra strong Khaki Serge. Wear for years. Smartly cut and perfectly finished with two side pockets. Sizes 28 to 32 ins. waist only.

4/6 PER PAIR Postage 9d. extra.

Order now to secure. State waist m'sure.

Also Khaki Bedford Cord, 6/3, and Blue Melton Cloth 7/9. Sizes 30 to 40 in.

J.B., CROYDON STORES, 28, Derby Rd., Croydon

WEAR this BELT and keep SLIM

AVOID doubtful medicines, pills, etc., for reducing weight. Wear the Beasley Reducing Belt-Supporter, and get slim quickly and safely. Slips over hips, instantly adjusting itself to your figure. No straps, lacing or fasteners. Excellent as a general purpose belt for

MEN OR WOMEN

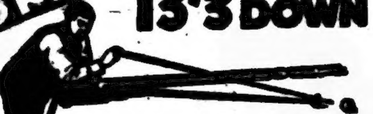
this garment is made from strong woven Elastic webbing. Women's model has four suspenders.

9 ins. deep. **4/11** 11 ins. deep. **5/11**
Super Quality 8/11½. Fine Silk Elastic.
14 ins. deep, 12/11½. Add 2/- for sizes 38 ins. to 44 ins. waist.

Belt exchanged or money refunded if not approved. Send P.O. to:—

BEASLEY BELT Dept. 288A
26, CHARING CROSS RD., LONDON, W.C.2
Write for free list of Belts for Men and Women.

RILEYS HOME BILLIARDS 13/3 DOWN



Write for Free Art List.

E. J. RILEY, LTD.,
Anson Works, ACCRINGTON, and
Dept. 27, 147,
Aldersgate Street,
LONDON, E.C.1.

All the family will find endless pleasure during leisure hours with a Riley "Home" Billiard Table. The 6ft. size is delivered to you immediately on first payment of 13/3. Balance monthly. Cash Price £11 15s. Rileys pay carriage and take transit risks. 7 days' Free Trial allowed. Send to-day for Free Art List giving full details of Riley "Home" Billiard Tables and "Combine" Billiard and Dining Tables in all sizes, for cash or easy terms. Rileys are the largest makers of full-size billiard tables in Gt. Britain.

HOUSEWIVES!

AMAZING BARGAIN OFFER OF

EXTRA COMFY HOUSESHOES

Just the thing for housewear. Perfectly finished with solid rubber heels, soles and flexible uppers with Patent Leather appearance. A more comfortable shoe does not exist. Ideal for those troubled with tender feet, corns, bunions, etc. Definitely waterproof. Get a pair to-day and know what foot comfort really is.

Sizes 3 to 7. PER PAIR **2/6**
Postage 9d. extra on one or two pairs.

Also Fashion Shoe (lace or 1 bar), with Cuban heel, 3/3. Post 9d.

J.B., CROYDON STORES, *Footwear Specialists* **28, DERBY ROAD, CROYDON**

TRUSSES ABOLISHED

The Great British RUPTURE Treatment supported by the MEDICAL PROFESSION.

Send for Free Booklet of the most wonderful appliance for relief from Rupture. Not a truss, but a neat, washable little belt with a pad you inflate in a second to the pressure required. Adjusted in a moment. Cannot slip out of place. So light and comfortable that you will not know you have it on. It holds the Hernia firmly so that in nearly every case the broken tissues reunite, and the rupture is conquered for ever. Doctors everywhere recommend it and "The Lancet" has endorsed it. Write now to:—

BEASLEY SURGICAL APPLIANCE CO.
Dept. 288J, 26, Charing Cross Rd., London.

ALL-WEATHER LIZARD SHOES

Simply to advertise our name we offer you this week ladies' all-weather shoes at the advertising price of 4/3. Hard-wearing rubber soles moulded to a wet-resisting upper of black imitation Lizard finish, with a neat Gibson tie and smart Cuban heel. These are as smart as shoes costing treble, and will give months of service.

4/3 Post of 1 or 2 pairs 9d. or C.O.D.

Black only, sizes 3 to 7. An all-weather shoe recommended for smart wear. Send for a pair now; money back guarantee.

NUTTALL, 1, Goodmayes Ilford.

YOURS FREE

3,000 BARGAINS AND FREE PRIZES

WRITE TO-DAY for H. Samuel's FREE Book of 3,000 Factory Price Bargains in Watches and Jewellery direct from craftsmen, with Free Prizes! Sterling 925 Silver Wrist watch, dainty gilt dial. One payment only 7/6.

Full Month's Trial Any Article C.O.D.

H. SAMUEL Ltd.
Dept. 1[illegible] Market St. Manchester.

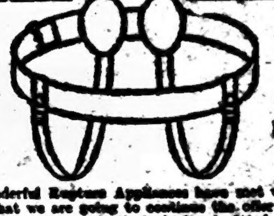
For One Week Only at Cost Price.

OUTDOOR SHOES AT A THIRD THE PRICE.

Exact appearance of patent leather shoes, these will give months of hard service. Stout rubber soles, moulded to stout rubber uppers of imitation grain leather. Pliable, absolutely waterproof, and equal in appearance to glace or patent shoes. Recommended for mechanics, country wear, warehouse or City wear. Black or Tan. Sizes 6 to 11.

2/9 Post on one or two pairs 9d. C.O.D.

NUTTALL, 1, Goodmayes, ILFORD



10/- SINGLE Postage 4d.

15/- DOUBLE Postage 4d.

These wonderful Rupture Appliances have met with such response that we are going to continue the offer of them. Consisting of a strong elastic body band, fitted with soft unpuncturable rubber pads, velvet covered, they are without doubt the most wonderful appliances on the market to-day. Send your P.O. at once stating size round body, and whether left, right or double rupture.

A Customer writes: "Please send another appliance as before. I have found it the best I have ever had in my 45 years' experience."

Satisfaction guaranteed or money refunded.

LONDON SURGICAL COMPANY (Dept. J.B.)
22, Gt. James St., Bedford Row, London, W.C.1

A BABY EXPECTED BE PREPARED

THE NEW '75' LONG or SHORT LAYETTE

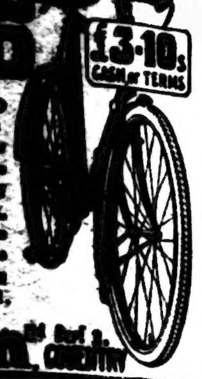
Beautiful Christening Robe, Robe Slip, Afternoon Gowns, Nightgowns, Mat. Coats, Carrying Shawl, Vests, Back Flannels, large Terry Naps, Pilches and other articles needed for baby's birth.

"The '75' Outfit [illegible] **30/-** [illegible] **2/-** For Terms on appro. balance [illegible] or Terms.

Mrs. D. STURGESS, 67, Billing Rd., NORTHAMPTON

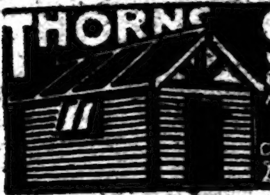
TWO POUNDS SAVED

£3-10s CASH or TERMS



I save you at least TWO POUNDS on any cycle and you choose from the largest selection in the world. NO CHARGE for ACCESSORIES. Carriage paid. Write NOW for free copy of the most marvellous cycle catalogue ever published.

Edwd. O'Brien Ltd. Dept. 3, COVENTRY



THORNS SALE

GARDEN SHEDS FROM 2/9 DOWN OR 27/- CASH CARR. PD.

A novice can erect. Complete ready for use. 4 sections to bolt together. ½-in. planed moulded weatherboards. Planed framing. Roofing felt. Useful for storage, cycles, workshops, etc. Prompt dispatch on first payment. Balance monthly if satisfied. Delivery to door can be arranged anywhere.

Long.	Wide.	High.	Cash Sale Price.			
6ft.	4ft.	6½ft.	£2.10.0	or	5/0	monthly.
8ft.	5ft.	6½ft.	£2.17.6	or	6/6	monthly.
10ft.	7ft.	6ft.	£5. 0.0	or	10/2	monthly.

Carriage Paid. Send for Special Sale Catalogue, No. 46, of Sheds, 27/-; Garages, 75/-; Army Huts, etc., showing huge reductions. Over 1,500 sizes and designs.

J. THORN & SONS, Ltd. (Box 46) Brampton Rd., Bexleyheath, Kent.

25/- SOLID RUBBER WELLINGTONS

Ideal for Farming, Fishing, Shooting, Garage & Stable Work.

Huge stock purchase enables us to offer these high-grade Wellingtons at less than half original price. Superior in quality and finish to any being offered below 25/-. Knee length, with triple reinforced ankle and instep, extra thick non-slip sole, warm lining throughout. Finest quality rubber with dull black finish. HIP BOOTS, all sizes, 15/-, post 1/- extra. *Send for a pair now.* Satisfaction guaranteed or Money Refunded.

8/9 PER PAIR.
Postage 1/- extra.
All Sizes 5 to 12.

J.B., CROYDON STORES, Footwear Specialists, **28, DERBY ROAD, CROYDON.**

Regain Your Health! WITH HOLLOWAY'S PILLS

Great Offer!

Since 1837 Holloway's Pills have brought Health and Happiness to MILLIONS all over the World. Unequalled for the relief of Human Ailments. Amazing results prove it the greatest remedy of all times. Accept AT ONCE this great offer of

BENEFIT IN A WEEK OR MONEY BACK!

The 95-Year-Old Remedy for
CONSTIPATION
RHEUMATISM
BILIOUSNESS
INDIGESTION
LIVER AND KIDNEY COMPLAINTS
WOMEN'S AILMENTS
HEADACHES
LOSS OF ENERGY

Get a 1/3 Box—use it for a week—if not benefited we will return your money on receipt of empty box. All Chemists, 1/3, 3/- and 5/- per box, or direct Post Free, from **HOLLOWAY'S PILLS LTD. (Dept. J.B.4.), WATFORD.**

AVOID WINTER ILLS

THIS EASY INEXPENSIVE WAY!

no doctor's bills or medicines!

The new "WARMA" belt protects the Kidneys, acting as guard against colds, chills, flu, rheumatism, sciatica pains, lumbago. Absolutely invisible in wear. Made from finest soft, warm material, fleecy lined. Prevention is better than cure. Get one to-day and promote robust health throughout the winter.

Post free. EACH **1/6**
2 for 2/6. 3 for 3/6.

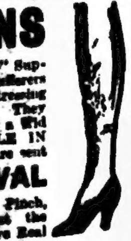
Satisfaction guaranteed or money refunded.

J.B., CROYDON STORES, 28, Derby Road, Croydon

VARICOSE VEINS

Mr. D. M. Cooper's wonderful new "Spiralic" Supports have now made it possible for all sufferers to obtain a Permanent Cure from this Distressing and Painful Condition. They fit with the Comfort of a Kid Glove, are INVISIBLE IN WEAR and moreover are sent

ON APPROVAL

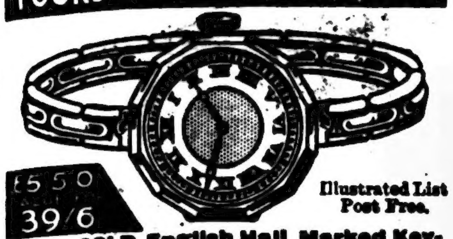


They neither Pinch, Press nor Cut the Limb, and give Real Sustaining Support in Just the Right Place, preventing the Terrible Danger of Burst Veins, Varicose Ulcers, Thrombosis, etc. Why suffer the unsightliness and danger of varicose veins when beautiful, attractive, shapely legs can be yours? Write to-day for Full Particulars of ON APPROVAL OFFER.

for both MEN and WOMEN

D. M. COOPER (Dept. 377),
35, Gray's Inn Road, London, W.C.1.

YOURS FOR 1/- Deposit



£5 5 0

39/6

Illustrated List Post Free.

SOLID GOLD English Hall Marked Keyless WRIST WATCH with Expanding Bracelet attached. Tested Movement. Timed to a minute a Month. Fully Warranted 10 Years.

Sent for 1/- Deposit only. Balance after approval 2/- within 7 days and 2/- Fortnightly until 42/- is paid. Cash with order or within 7 days 39/6 only.

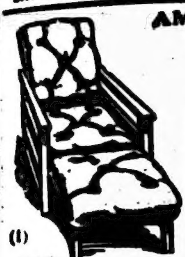
Write for illustrated List, Rings, Jewellery, etc.

DAVIS & Co. (Dept. J.B.13), 94-104, Denmark Hill, London, S.E.5

AMAZING REDUCTION NOW 16/6

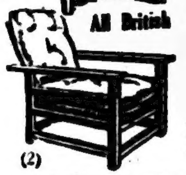
Or deferred terms if desired.

For short period only to reduce stock. 1,200 ready for instant despatch. Full Length Bed Chairs with solid Oak frames, polished dark. 3 well filled velvet cord cushions, any colour. Fitted with our comfortable patent spring seats, patent number 346395/30. Guaranteed not to sag with wear. Call and inspect or send for New Coloured Catalogue J. Register or cross P.O. Carr. and pack. England and Wales 2/6. No stamps.

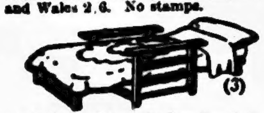


(1)

All British



(2)

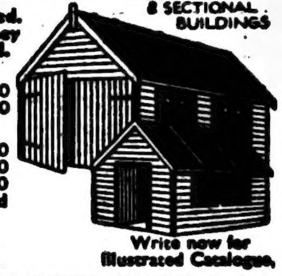


(3)

North Bucks Direct Trading Co., Ltd.,
58, Shaftesbury Avenue, Piccadilly Circus, London, W.1.

SOUTH WESTERN HUTS & GARAGES

Prices again reduced. Buy now before they rise. Carriage Paid.



8 SECTIONAL BUILDINGS

GARAGES.	
10′ x 7′	£6 6 0
15′ x 9′	£10 19 0
HUTS.	
6′ x 4′	£2 15 0
8′ x 5′	£3 16 0
10′ x 7′	£5 18 0

⅞″ Planed Rebated Weatherboard.

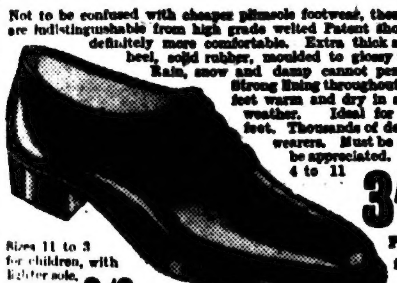
DEFERRED TERMS ARRANGED.

Write now for Illustrated Catalogue.

SOUTH WESTERN APPLIANCE CO. (1929), Ltd., Dept. J.
High Street, Fulham, S.W.6. Putney 2771.

BEST OF ALL

Not to be confused with cheaper plimsole footwear, these shoes are indistinguishable from high grade welted Patent shoes, but definitely more comfortable. Extra thick sole and heel, solid rubber, moulded to glossy uppers. Rain, snow and damp cannot penetrate. Strong lining throughout. Keep feet warm and dry in severest weather. Ideal for tender feet. Thousands of delighted wearers. Must be seen to be appreciated. Sizes 4 to 11

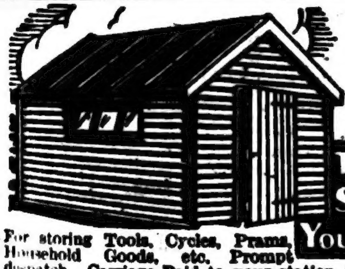


3/9 Per Pair for men and women.

Sizes 11 to 3 for children, with lighter sole. Per Pair **2/6**

Postage and packing 9d. extra.

J.B., CROYDON STORES, *Footwear Specialists* **2B, DERBY RD., CROYDON**



FROM 5/3

Per Month DELIVERED ON FIRST PAYMENT

THAT SHED You Need

For storing Tools, Cycles, Prams, Household Goods, etc. Prompt despatch. Carriage Paid to your station in 6 strong, easily erected sections. Strong, planed, moulded, rebated weather boards. Roofing Felt supplied. Floors extra.

Long	Wide	High	Cash	or 6 payments	or 12
6ft.	4ft.	6½ ft.	£2 17 0	10/-	5/3
8ft.	6ft.	6¾ ft.	£4 7 0	15/3	8/-
10ft.	7ft.	7½ ft.	£6 1 6	21/3	11/2

BIG CATALOGUE of Portable Buildings Free

F. & H. SUTCLIFFE, LTD., 82, Wood Top,
Hebden Bridge, Yorks. London Showrooms, 40-42, Oxford St.

TIMBER

FOR GREENHOUSES, GARAGES, SHEDS, etc

ANY QUANTITY SUPPLIED.

DIRECT FROM IMPORTER TO USER

Battens 1 in. x 1 in.	1/4	per 100 ft. run
Matchings ½ in. x 4 in.	3/10	per 100 ft. run
Weather Boards ⅝ in. x ⅜ in. x 5in.	3/9	per 100 ft. run

GET OUR FULL LIST.
No Middleman's Profit.
Hundreds of Bargains

in Timber, Mouldings, Doors, Frames, Glass, Paint, Wallpaper, Tiles, Felt, Wire, Tools, etc.

FREE TECHNICAL ADVICE.

DIRECT CONSTRUCTION SUPPLY CO., LTD.,
440-445, Cromwell House, High Holborn, London, W.C.1.
Clerkenwell 3489.

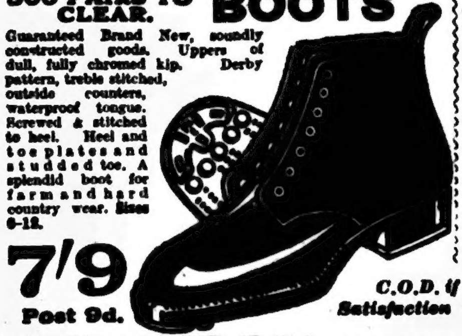
JOHN BULL'S SHOP WINDOW
ALL ROUND VALUE
A SQUARE GUARANTEE
FOR A STRAIGHT LINE

EVERY OFFER COVERED BY MONEY BACK GUARANTEE ON PAGE 28.

SERVICE ARMY BOOTS

500 PAIRS TO CLEAR.

Guaranteed Brand New, soundly constructed goods. Uppers of dull, fully chromed kip. Derby pattern, treble stitched, outside counters, waterproof tongue. Screwed & stitched to heel. Heel and toe plates and studded toe. A splendid boot for farm and hard country wear. Sizes 6-12.

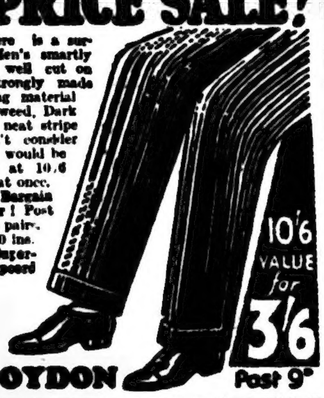


7/9 Post 9d.

C.O.D. if preferred. Satisfaction Guaranteed.

CUT-PRICE SALE!

Spend to save! Here is a surpassing bargain! Men's smartly Tailored Trousers, well cut on stylish lines and strongly made in a hard-wearing material closely resembling Tweed. Dark grey ground with neat stripe effect. If you don't consider that these Trousers would be an amazing bargain at 10/6 we will refund cash at once. Our Sensational Bargain price is 3/6 per pair! Post 9d. extra, one or two pairs. Stock sizes (32 to 40 ins. waist) only. Also Super-Quality Strong Whipcord at 4/6, post 9d.



10/6 VALUE for **3/6** Post 9d

ROSE BROS. (Dept. J.B.) 69, Church St., CROYDON

SPARE-TIME £££'s

For Enterprising Men. Start a Profitable Business with

THE MACHINE THAT MAKES MONEY

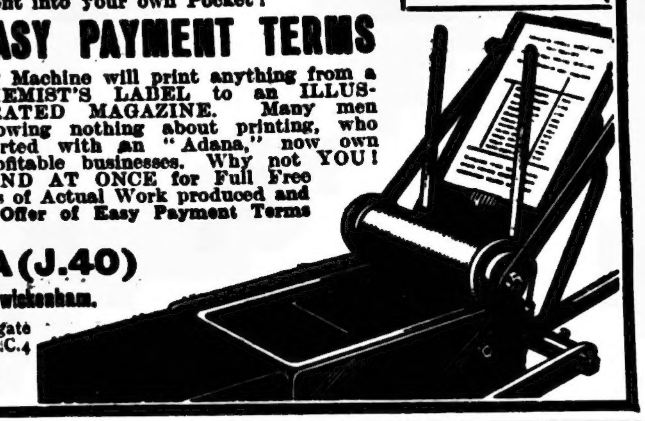
Supply the Big WEEKLY demand for Printed Material in your own District and make **LARGE PROFITS** in your **SPARE TIME!** The Possibilities are Enormous—the Market HUGE. Tradesmen, Cinema Proprietors, Dance and Concert Organisers, etc., etc.—all **MUST HAVE** a regular supply of Printed Material every week. YOU could easily produce this. If you own a Business, **SAVE MONEY** by doing your own Printing! Produce your own Leaflets, Circulars, Noteheadings, etc., and put the Printer's Profit into your own Pocket!

The Adana All-Steel Automatic Self-Inking Printing Machine.

45/-

EASY PAYMENT TERMS

My Machine will print anything from a CHEMIST'S LABEL to an ILLUSTRATED MAGAZINE. Many men knowing nothing about printing, who started with an "Adana," now own Profitable businesses. Why not YOU! SEND AT ONCE for Full Free Particulars and samples of Actual Work produced and details of my Special Offer of Easy Payment Terms by Small Instalments.



D. A. ADANA (J.40)
17, Church Street, Twickenham.

LONDON Showrooms: Ludgate House, Fleet St., London, E.C.4

MANCHESTER Showrooms 60, Oldham Street.

BABY-CLOTHES

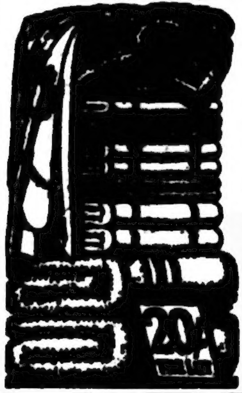
CHARMING HOME-MADE LONG or SHORT CLOTHES LAYETTE 30/-

(Everything necessary and ready for use.)

75 beautiful garments (for Winter or Summer Baby), Silk and Wool Shawl, Emb. Robes, Lawn or Winsey, Day Gowns, L'cloth, Flan. or Winsey Nighties, Wrapper Vests, Back Flannels, Hand-knitted Wool Matinee Coats, Binders, Feeders, Large Turk Napkins, etc. **PURCHASERS Write:** "Highly satisfied." "Beyond my highest hopes." "Excellent materials and make." "A bargain I shall certainly recommend." "Worth £5" Etc.

SEND **2/-** FOR PARCEL ON APPROVAL (Cash or Terms) Mrs. J.B. Howard, 66, DOVER RD., PORTSMOUTH.

With every Bale this lovely Quilt Free



SALE!!

This excellent bale for only 20/- carr. free, cash or C.O.D. Immediate delivery.

2 White Woolly Blankets	90x70
2 Good Strong Sheets	90x70
2 Fine Pillow Slips	30x18
1 Good Bolster Case	58x20
1 Beautiful Bedspread	80x60
2 Coloured Turkish Towels	
1 Pair Art. Silk Hose	
1 Pretty Cushion Cover	
2 Chamois Polishers	
3 Dainty Handkerchiefs	

ALL DOUBLE BED SIZE.

A handsome **WADDED DOWN QUILT** *given free with each bale.*

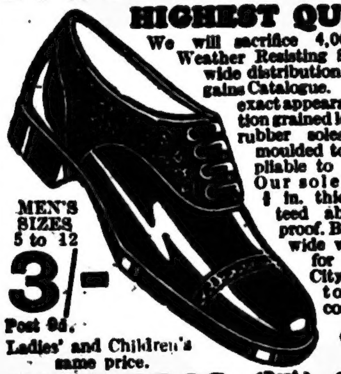
Also a Damask Table Cloth free if Cash with order.

Money back if not delighted.

STANDARD (MURMAX), Ltd.,
Dept. C.6, 101, Princess Street, Manchester.

LOWEST PRICE FOR HIGHEST QUALITY

We will sacrifice 4,000 pairs of Weather Resisting Shoes to get wide distribution for our Bargains Catalogue. Uppers have exact appearance of imitation grained leather. Stout rubber soles and heels moulded to uppers, very pliable to tender feet. Our soles warranted ⅜ in. thick. Guaranteed absolutely wet-proof. Black or Brown wide welt; suitable for Country and City wear. Lined to keep feet cosily warm.



MEN'S SIZES 5 to 12 **3/-** Post 9d.

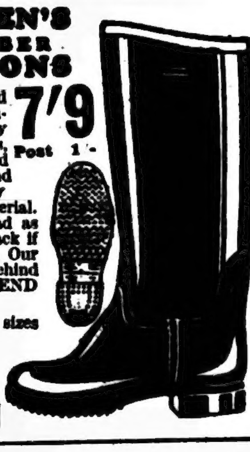
Ladies' and Children's same price.

SALE OF MEN'S SOLID RUBBER WELLINGTONS

Warranted as widely sold at double the price. Double thick Uppers, heavy Soles and Block Heels, with triple Reinforced Ankles for longest and hardest wear. Snugly lined warm fleecy material. Improved Non-slip Tread as illus. Sizes 5-12. Cash back if not delighted with value. Our 22 years' reputation is behind this wonderful boot, so SEND NOW!

Also Hip Boots, all sizes 5-11, 11/-, post 1/3.

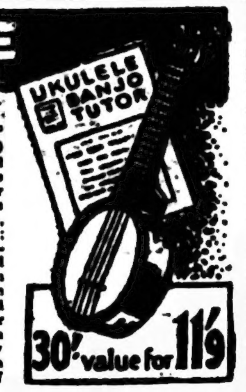
7/9 Post 1/-



C.O.D. if preferred. Satisfaction or Money Back.

ROSE BROS. (Dept. J.B.), 69, Church St., CROYDON

FREE APPROVAL



Write for Fully Illustrated Musical List. The 'SOUTHERN ISLES' UKULELE BANJO

You can play this delightful instrument with very little practice with the aid of our Free Lightning Tutor. Brass Fretted Finger Board, sweet, mellow tone, solidly built; highly-polished finish. 30/- VALUE for 11/9. We will send you one of these 'Southern Isles' real Ukulele Banjos upon receipt of your name and address. If entirely to your satisfaction you send 1/6 on receipt and 1/- fortnightly until 11/9 is paid. Full cash with order or balance within 7 days 10/6 only.

30/- value for 11/9

J. A. DAVIS & CO. (Dept. J.B.49),
94-104, Denmark Hill, LONDON, S.E.5.

NAIL BITING

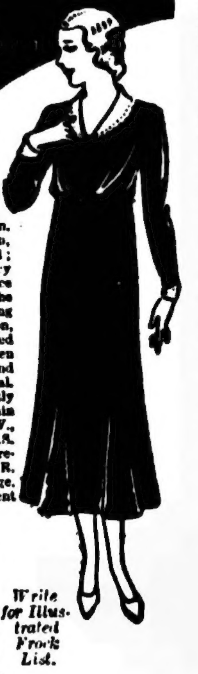
stop it!

Free Booklet sent under plain sealed cover explains how you can easily, quickly and permanently cure yourself (or a child) of this objectionable and health-endangering habit. No aloes, no medicine, no auto-suggestion, no appliance. A former addict writes: *'Your treatment is miraculous'* Scores of similar genuine testimonials from all over the world. Write for free explanatory booklet NOW, enclosing 1½d. stamp for postage

Your Nails are the Index to Your Character.

THE FILTEX TREATMENT (Dept. J.B.6)
284, High Holborn, London, W.C.1.

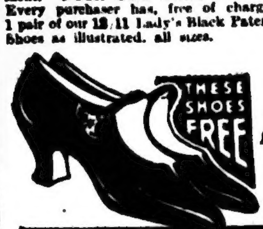
YOURS for 6D



£2.2.0
Value for 16/6
With Free Gift of Lady's Patent Shoes to every Purchaser.

LATEST PARISIAN MODEL

Produced in Fine Quality Chiffon, Finished Twill Back Velveteen, with all-round Belt of Self Material; Neatly Stitched and Finished Fancy Buckle; New Style Art Silk Lace Edged Fancy Collar and Cuffs. The Skirt has Plain Yoke Top with Long Full Flare. A design of perfection, suitable for any occasion. Selected Shades of Navy, Black, Bottle Green and Nigger. Send 6d. Deposit and 6d. for postage for Free Approval. If satisfactory, send 1/6 fortnightly until 18/11 is paid, or balance within 7 days 16/6 only. Sizes, S.W. & W., all lengths; but 3/6 extra for O.S. sizes. Give Length and Bust Measurement. NOTE OUR FREE OFFER. Every purchaser has, free of charge, 1 pair of our 12/11 Lady's Black Patent Shoes as illustrated, all sizes.



Write for Illustrated Frock List.

J. A. DAVIS & CO J.B.68.
94-104 DENMARK HILL LONDON S.E.5

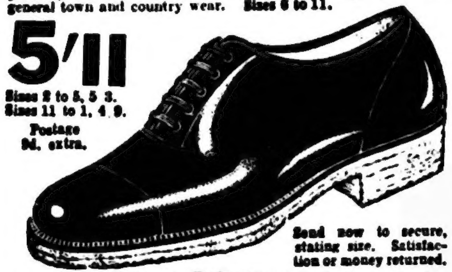
WEAR FOR YEARS

EQUAL TO ANY SHOES AT 12/6.

Tan willow Kip Oxford Shoe with extra thick soles and heels of natural crepe rubber. Extremely comfortable, well made, perfectly finished. An ideal shoe for Golf, Hiking, Sports and general town and country wear. Sizes 6 to 11.

5/11

Sizes 2 to 5, 5/3.
Sizes 11 to 1, 4/9.
Postage 9d. extra.



Send now to secure, stating size. Satisfaction or money returned.

J.B., CROYDON STORES, *Footwear Specialists,* **2B, Derby Road, Croydon**

Start a Mail Order Business

There is Money In It.

£1,720 Profit on £14 in first year.

YOU can start a Mail Order Business quite simply by the "Hand" System. Invented by Charles Hand, Present Controller of the world-famous Mail Order House of Hand and Co., 284, High Holborn, W.C.1, who made in the first year net profits £1,720 11s. 2d. on outlay of £14. One advertisement of £3 10s. brought in £343. Write for **FREE FOLDER,** "How to Start a Mail Business," to Chas. Hand, 284, High Holborn, London, W.C.1.

(Mention *J.B.*, and enclose 1½d. stamp.)

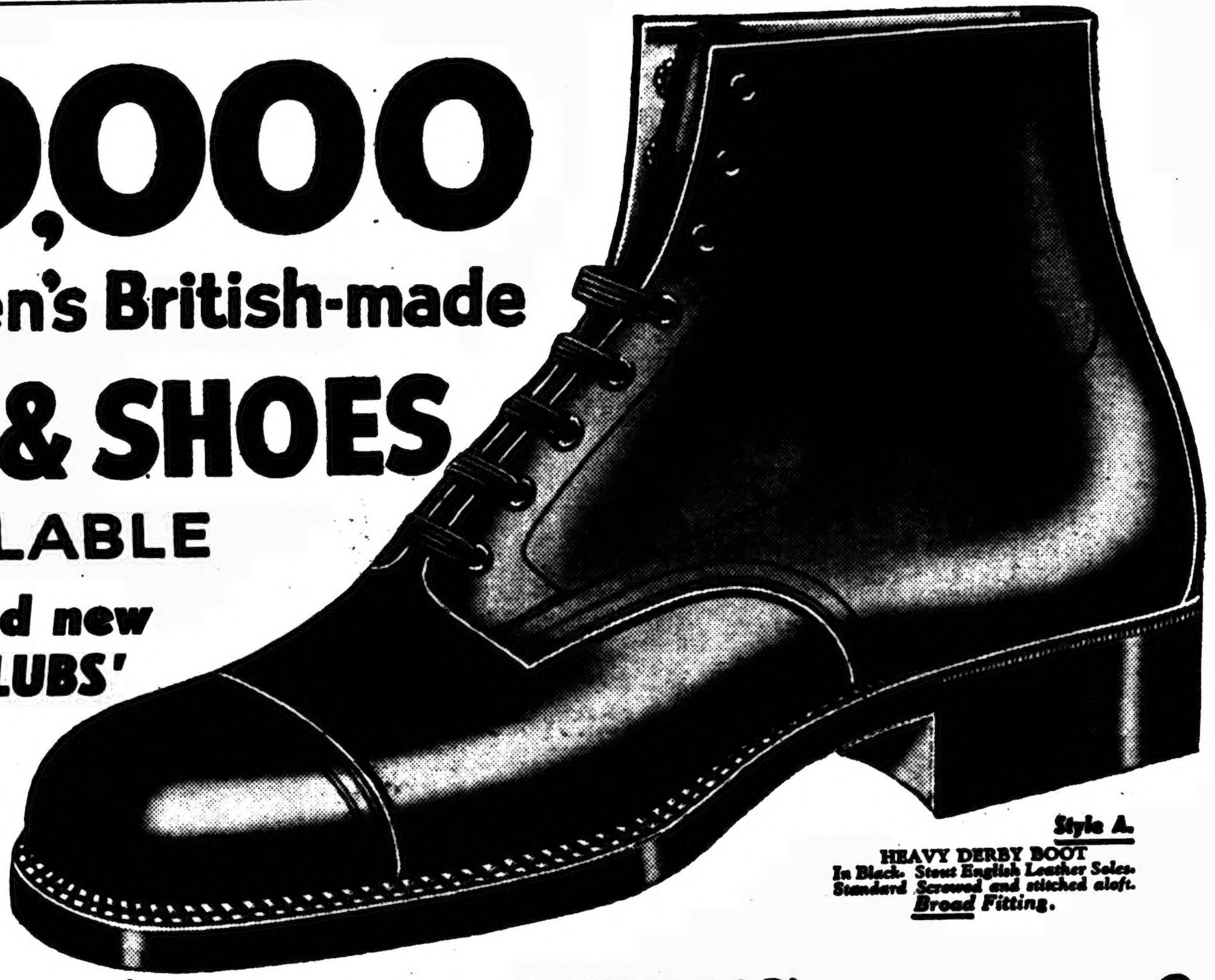
250,000

pairs of men's British-made

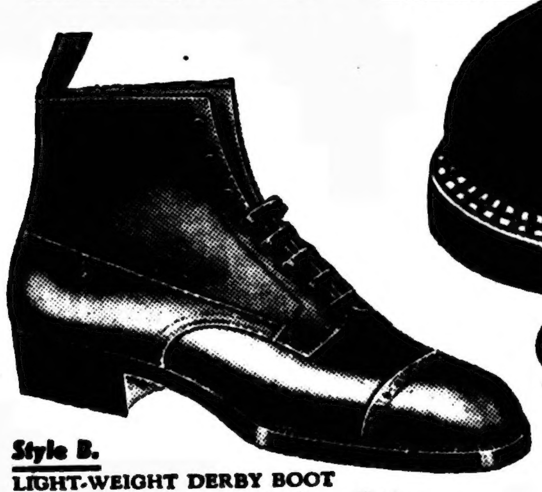
BOOTS & SHOES

NOW AVAILABLE

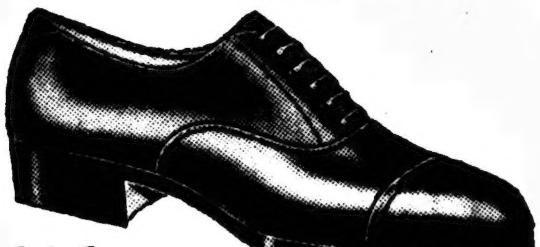
for regular and new smokers of 'CLUBS'



Style A.
HEAVY DERBY BOOT
In Black. Stout English Leather Soles.
Standard Screwed and stitched aloft.
Broad Fitting.

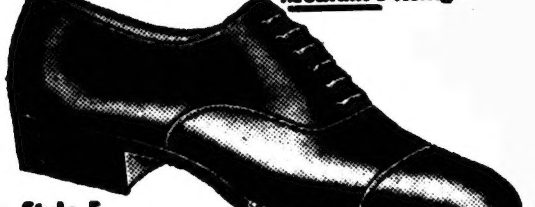


Style B.
LIGHT-WEIGHT DERBY BOOT
In Black. Welted Soles. Medium Fitting.



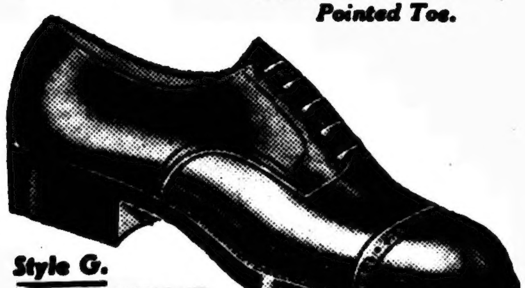
Style C.
MEDIUM-WEIGHT OXFORD SHOE
In Black Box. Welted Soles. Medium Fitting.

Style D. MEDIUM-WEIGHT OXFORD SHOE In Tan. Welted Soles. Medium Fitting.



Style E.
LIGHT-WEIGHT OXFORD SHOE In Black. Welted Soles.
Pointed Toe.

Style F. LIGHT-WEIGHT OXFORD SHOE
In Tan. Welted Soles.
Pointed Toe.



Style G.
MEDIUM-WEIGHT GIBSON SHOE
In Black Box. Stout Welted Soles.
Broad Fitting.

CARRERAS'

'CLUBS'

The best 5 for 2d. cigarettes

A PAIR OF ANY OF THESE BRITISH-MADE BOOTS OR SHOES IS YOURS FOR ONLY

285 EMPTY 'CLUBS' FIVES PACKETS OR 142 TENS PACKETS

In making this offer, we have placed the largest order ever given for boots and shoes by any one firm, and it will bring employment to a great number of workers in the shoe trade. These boots and shoes are BRITISH-MADE from quality leather.
Ten factories are now working day and night to meet the demand of 'CLUBS' smokers.

Available in these sizes:
5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12.
State clearly style and size required

'CLUBS' ARE TRUMPS

1. BETTER TOBACCO, BETTER PAPER, BETTER FILLED
2. A PAIR OF BRITISH MADE BOOTS OR SHOES FOR 285 EMPTY 5's PKTS.
3. MAKING ONE GREAT OFFER ENABLES US TO BUY IN LARGE QUANTITIES—YOU GET THE ADVANTAGE—REMARKABLE VALUE

'CLUBS' The Utmost Value of any 5 for 2d. Cigarette

Send your empty packets to:—'CLUBS,' Arcadia Works, Hampstead Road, London, N.W.1

THIS OFFER CLOSES JUNE 30th, 1933

"John Bull." 14/1/33.

Without Fear or Favour

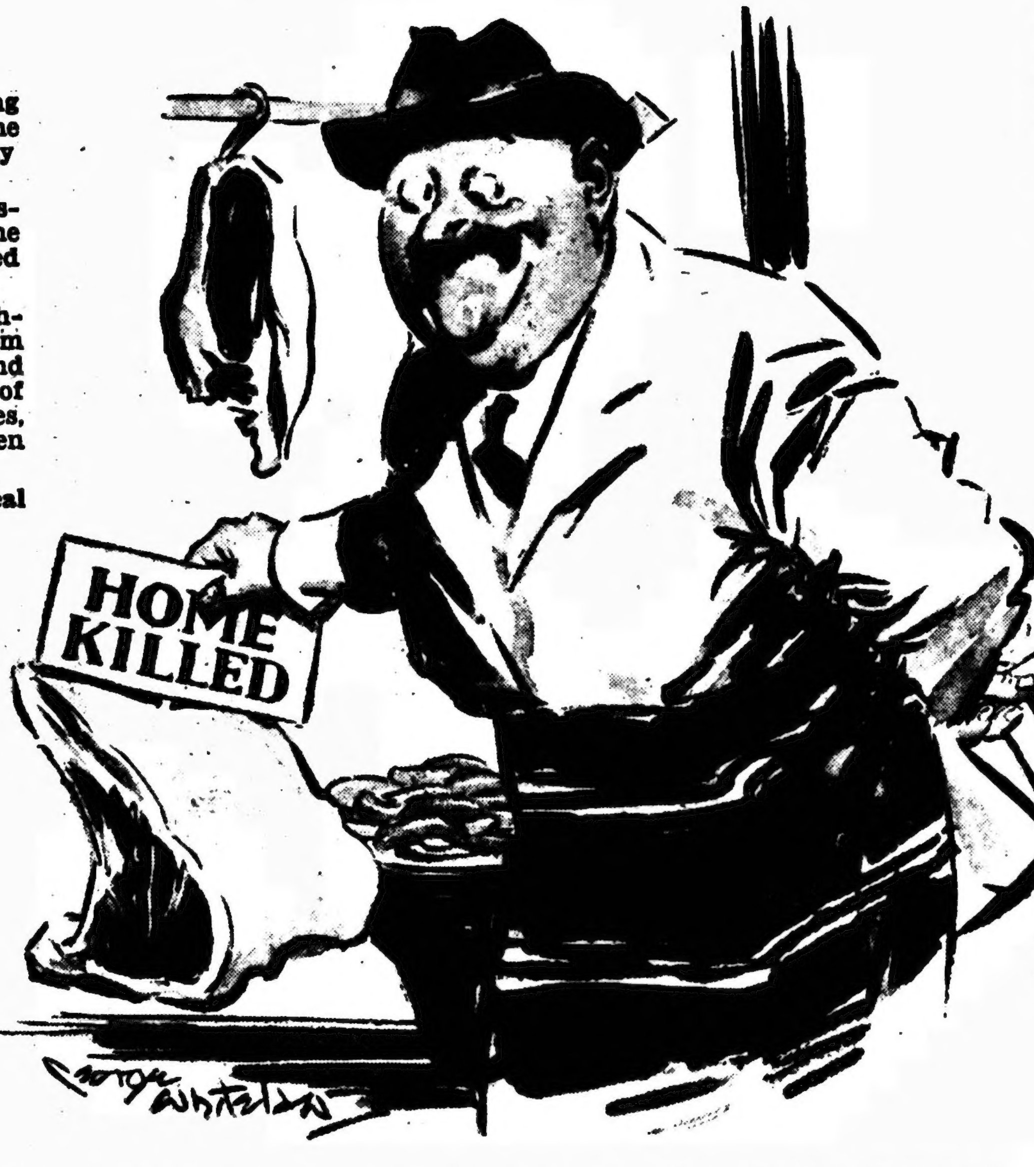
Shameful Meat Ramp

JOHN BULL

THURSDAY,
for Week ending Saturday, January 14, 1933.
Twopence. *Registered at the G.P.O. as a Newspaper. Postage: Inland and Canada, 1d.; all other parts of the world, 1½d.*
93, LONG ACRE, LONDON, W.C.2.

Telephone:
TEMPLE BAR 2468.

Telegrams:
HEROICALLY, LONDON.



The quick-change artist who fleeces the housewife

THOUSANDS of housewives are being cheated every week-end over the quality and the price of their Sunday joints.

Some of them, under the impression that they are buying prime Scotch and English meat, are palmed off with chilled beef from the Argentine.

Many more, thinking they are buying British-bred and British-killed, are buying joints from animals that may have seen England or Scotland for only a week, or possibly only a couple of nights, that have never grazed in home pastures, and whose only English acquaintance has been the slaughterman.

But these housewives—and this is the real point—are fleeced for the extra price, which runs to anything from between fourpence and eightpence a lb.

They are the victims of a ramp which, in some cases, the law not only winks at but connives at, and it is time the whole system of chicanery was stopped.

At this very moment an official enquiry is taking place.

Why? All those who have real knowledge of the meat trade know perfectly well what is going on. They know, as we know, that not all butchers are rascals, that probably the majority of them are good honest traders who give good honest guarantees and see that their customers have fair value for money.

But they know also that there are hundreds of butchers who are working this and that slim trick, keeping sometimes within the law and sailing sometimes outside it, and all the time piling up crooked profits to which they have no right.

There is a very simple way out, and we demand that it should be taken without any further delay.

Let every joint of meat displayed for sale be labelled not only with its grade of quality but branded with its source of origin. Then the housewife will know just what she is paying for, and surely she has a right to know that.

Let us look at just a few of the things that happen now.

UNDER the Sale of Food Orders, 1921, there are only two compulsory marks, and they are "Imported" and "Home-killed." We all know, of course, what the "Imported" label means. But do we know what the "Home-killed" label means? It's a thousand to one that we do not.

A beast may be brought *alive* to this country from Canada, Australia, New Zealand, South Africa, Rhodesia, the United States, Iceland, or the Faroe Islands. It may land on these shores on a Monday and be killed on the Tuesday. The butcher has a right to label the meat from that beast "Home-killed." And he usually does.

But the woman who buys her steak, her piece of topside, or a cut off the sirloin doesn't quite gather that, does she? She ought to be told, especially when she is paying a top price for something which she isn't getting.

Here is one definite example of a type which, unfortunately, could be multiplied many times:

The butcher's shop is crowded with meat. Joints are hung on rail upon rail right across the window and up to the ceiling. And up by the ceiling is a small "skied" sign saying "Only imported meat sold here, unless otherwise marked."

Seems fair, doesn't it? But it isn't. Because look at the great marble slab where the joints that catch the eye are displayed. In the centre is a small tray of about a yard square, and on its contents is stuck a label bearing in bold letters the words "English." All around it, however, is a mass of imported meat.

What does the ordinary purchaser think she is buying when she pays for one of those joints? English, of course. She has never been risking a crick in her neck looking for "skied" signs, and even if she had seen one she wouldn't have suspected the butcher of deliberately setting a trap for her.

But she has paid so much a pound more than she should have paid. And in such a case (not too rare, unhappily) she has no legal redress.

Another trick is to ensure that the label, "All imported unless otherwise marked," is obscured by hanging meat.

YET another is to mix up indiscriminately pieces of English and imported meat with an English label here and there; and in these days of scientific de-chilling it takes an expert to distinguish the one joint from the other.

All these things the butcher can do to-day with absolute safety. It is sharp practice, of course, and thoroughly dishonest practice; but there are so many loopholes in the regulations that are supposed to protect the public that those regulations provide no protection at all, and the "slick" butcher is able to evade them with impunity and escape all penalty.

THERE is another type of butcher, and no punishment is too great for him, although, after all, his cheating only differs from that of the other because it is more brazenly carried out. We refer to the man in whose shop a "British" or "Scotch" label is found on imported meat.

That is a punishable offence, and there have been scores of prosecutions. The excuses are many: The wind blew a label on to the wrong joint; a careless assistant had an accident; in the rush of business such-and-such a thing happened.

Nobody, of course, would dream of saying that all butchers cheat. They number in their ranks upright, straightforward, fair-dealing tradesmen whose methods lay no burden on their consciences. Nevertheless, there are the black sheep.

The whole thing comes back to this: The housewife has a right to know what she is getting for her money, no matter whether she is a poor woman buying 5 lb. of shin or a rich woman buying 20 lb. of sirloin.

Let her be told by a proper labelling and branding system what the meat is and *where it comes from*. She has a right to that knowledge, and the honest butcher cannot be afraid to give it to her.

STRAIGHT FROM THE SHOULDER . . .

Square Tote Deal for "the Dogs"—Why Not?

End the Wage-Cuts Folly

Worst Cad of the Week

HANDS off the poor man's sport!

In the coming weeks the battle over whether or not the totalisator shall be permitted on approved greyhound racing tracks will reach its climax

Following on the heels of the latest High Court decision that under the Act of 1928 the use of the Tote is legally limited to horse-racing comes the interim report of the Royal Commission on Lotteries and Betting

It is forecast that this report is against the extension of the Tote to dog-racing tracks

We should like to know why.

Millions want it

In the four years that have elapsed since that Act was passed, "the Dogs" have become a vastly more popular sport with the masses than ever it was.

Millions of people who to-day prefer to have their "little bit" on a greyhound rather than on a horse have as much right to the advantage of totalisator betting as the followers of any other sport.

And they should have it.

Alter the Act

If the 1928 Act forbids them this, then the Act should be altered.

Otherwise an invidious and unjust distinction is being made which no fair-minded person will wish to tolerate.

It is all very well for those who oppose betting of all kinds to object to the reform we advocate just because there has in recent years been a big increase in the volume of betting.

Sauce for all

Betting may be good or bad, but what is sauce for the horse-racing goose should be sauce for the greyhound gander.

If the Tote Pool Clubs that have recently sprung up all over the country are a pernicious offshoot of greyhound racing, then let them be suppressed.

But do not let feeling against them prejudice our minds against a great new sport, or deny its countless patrons facilities enjoyed by those of horse-racing.

Gas and flame

The Disarmament Conference's committee on chemical warfare has decided that nothing practical can be done to prevent gas and flame warfare.

It says that any country could quickly turn its chemical industry to producing poison gas, and fire extinguishers could be easily converted into flame throwers.

So all it can do is to suggest that chemical warfare should be outlawed.

And as the Conference refuses to class tanks, fighting aeroplanes, and other little things like those as offensive weapons, it doesn't seem to have anything to show for its many months' work.

Shock for Uncle Sam

The Government is uneasy about the delay in starting the debt negotiations with the United States.

If the U.S. decides that nothing can be done until Mr. Roosevelt takes office on March 4, it is unlikely that a settlement will be reached before our next debt instalment falls due on June 15.

In that case the payment will probably not be made, even though Washington refuses the formal request for suspension.

Wage-cut lesson

Quite a lot of our wage-cutting employers could improve their business by taking a tip from Messrs. Swan, Hunter and Wigham Richardson, the shipbuilders.

Rather than dismiss their employees because of lack of work, they are going to build a big new ship which hasn't been ordered. And they are spending £200,000 to make their yard at Wallsend one of the most up to date in the world.

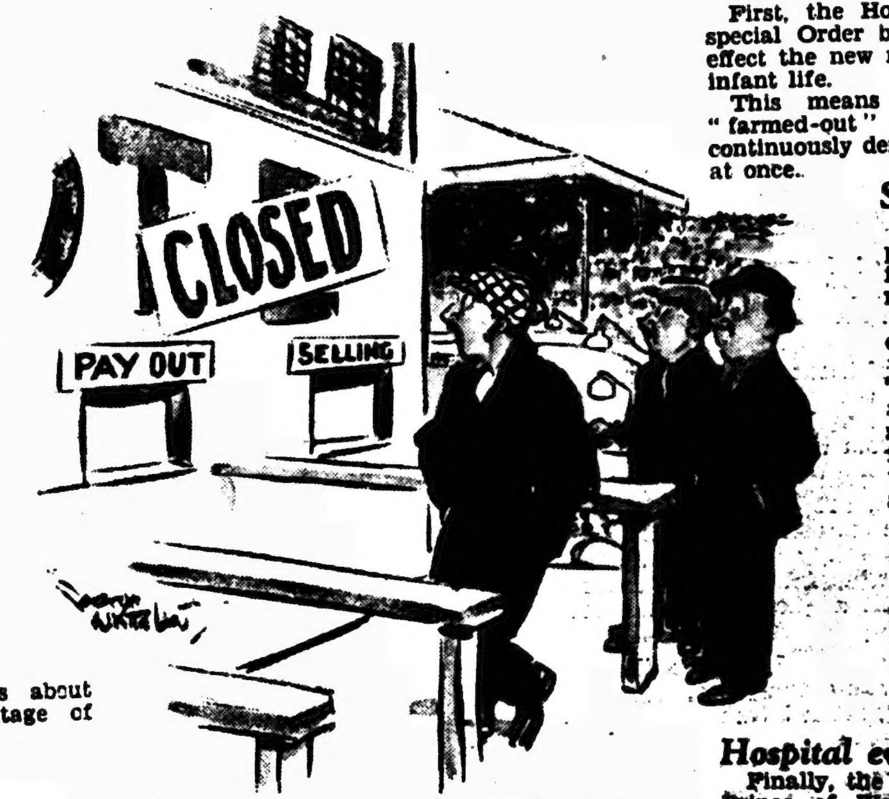
"It's no use waiting for work to come in," they say. And that is a grain of wisdom that can move mountains of gloom.

Idiotic

Last week we had some hard words to say about dear electricity. A Birmingham reader adds a few more.

He lives very near one of the greatest generating stations in Europe. But he is told that the cost of wiring his house for electricity would be £174 And, anyway, he couldn't be supplied unless a lot more people in his road were willing to become users.

Yet dozens of times a day vans pass his house bearing slogans about the wonderful advantage of electricity!



The punter at the dog-track finds the "Tote" shutters closed—and wants to know why

Vice versa

"I thought the United States was part of the British Empire," said a fruiterer who was fined at Southend for labelling American apples as Empire fruit.

The fruiterer had only got it the wrong way round. Lots of people are beginning to think that the British Empire is only a part of the United States.

Honours for Britain

Still more Britons are gaining honours in Geneva.

Capt. F. P. Walters, it seems certain, will be appointed one of the Under-Secretary-Generals of the League of Nations. The right-hand man of Sir Eric Drummond, the retiring Secretary-General, he was formerly private secretary to Lord Grey and Lord Cecil.

And most probably Mr. E. J. Phelan, who at present is a high official in the International Labour Office, will become Deputy-Secretary-General of the League.

A fine lad

If you know of a finer little fellow than Jimmy Eccles, we should like to hear of him.

Jimmy is aged eleven and lives in Hanley, the Potteries town. His father is out of work and his mother an invalid.

Of his own accord the other day he blacked his face, put on an old coat and bowler hat, and went singing in the street. Of the 18s. 1½d. he collected, he proposes to spend 8s. on food, give 10s. to his mother, and keep 1½d. for himself.

If the youngest generation is all like Jimmy Eccles, it will be as fine a one as Britain has ever had.

Just caddish

But we hope you don't know of a baser fellow than Andrew Veitch.

He is twenty-two and lives in Birmingham. On the day fixed for his marriage he disappeared with the few shillings his sweetheart had given him for the marriage fee.

He has gone to jail for two months, and his fiancée says the wedding will not now take place. And no one, we imagine, will grumble at either decision.

They laugh last

Wigan and Oldham have had to stand a lot of chaff from music-hall comedians. But neither town need worry.

Lord Crawford lately congratulated Wigan on its citizens' appreciation of books and art.

Oldham's Chief Constable reports that though there is a licensed house to every 346 inhabitants, there were only 117 convictions for drunkenness last year, and only twelve fatal street accidents.

It seems to us that Wigan and Oldham have the last laugh.

Poker fiends

The Lambeth magistrate has sent a woman to prison for seven weeks for burning her little son with hot tongs.

The Mansfield Bench has fined a man £5 for branding his wife on her arm and forehead with a red-hot poker.

If there are any more torture fiends about, we hope they come before the Lambeth magistrate.

And, above all, we hope the Mansfield Bench will try to cultivate a fitter sense of its duties than it seems to have at present

Cut-throat trade

The arrest of three men who are alleged to be concerned in the theft of hundreds of thousands of cigarettes from a Cardiff warehouse may lead to a big gang of receivers being broken up.

Many "cut-price" tobacco shops, as we have previously revealed, get their supplies from receivers. So they not only compete unfairly with their fellow tradesmen, but share in the proceeds of crime.

Let us hope the Cardiff round-up will put further nails in their coffins.

Goats and sheep

A great row is going on in the Civil Service about who should and who should not be allowed to travel in first-class railway compartments while on official business.

We have a tremendous admiration for the Civil Servants, and, to be quite frank, we would just as soon they travelled first-class as third-class—or *vice versa*.

But we think it is sheer nonsense to try to draw a salary line and to say that if two men are going on the same journey on the same job the one who is drawing £10 a year less than the other should be forced to travel in a different compartment.

There may be reasons for differentiation, but the amount of salary isn't even an excuse—let alone a reason.

Good for us

This has been a JOHN BULL week.

First, the Home Secretary issued a special Order bringing into immediate effect the new regulations dealing with infant life.

This means that the traffic in "farmed-out" babies, which we have continuously denounced, will be stopped at once.

Safer inside

In the past week, too, prison gates have opened for two rogues we denounced long ago.

One is the retired colonel, George Williams, who called himself the "Laird of Dunblair," and whose career of wholesale fraud has now been interrupted by a sentence of five years' penal servitude.

The other is Herbert Guppy, who, posing as a novelist, swindled many titled people, under the name of Lieut. Herbert Powell—"a distinguished naval officer." He has gone to jail for twelve months.

Hospital evil

Finally, the committee set up by the Prince of Wales to enquire into the hospital out-patient system issued its report.

It urges, as we have often urged, that out-patients should not have to wait for hours in queues or draughty rooms before being attended to.

We know what a brave fight the hospitals are making against adverse circumstances, but we hope that those which tolerate unnecessary waiting will quickly adopt the committee's suggestions.

In memoriam

JOHN BULL wishes to add its tribute to the memory of a fine young Christian whose untimely death is being mourned especially throughout the world of Nonconformity.

For the Rev. Wilfred E. Burgess, assistant pastor of Spurgeon's Tabernacle, who has died from pneumonia, had in a few years endeared himself to thousands of Londoners.

Those whom the gods love die young, but that death should cut short his brilliant career at the early age of twenty-eight is a loss not only to Nonconformists, but to all who value the true Christian spirit in these difficult times.

Beauty for ever

We call for a hearty cheer for Cardiff Rural District Council.

It is the first authority in Wales to get a regional planning scheme passed by the Ministry of Health.

This may not sound very fine at first, but it means that the magnificent stretch of coast-line between Penarth and Barry will be safeguarded as a public amenity for all time. There will be a marine drive between the two towns, and ugly caravans, sheds and shacks will be forbidden.

Here is a lead for the rest of Wales to follow.

What's the answer?

A team of Pressmen is going to play against the Australian Navy at Sydney on January 25. They will include Warner, Hobbs, Mailey, Noble and Macartney.

Where is Bradman? We seem to recollect that the Australian Board of Control threatened to drop him from the Test team because he was a Pressman. Surely the Pressmen can't have dropped him from their team because he isn't?

Over the Top— for PEACE!

by VISCOUNT CECIL

Viscount Cecil of Chelwood, Britain's representative at the League of Nations

IT is a good thing for Germany, for Europe and the world that Germany has returned to Geneva. Her absence must have impeded, though there is no reason that it should have prevented, successful negotiations.

At the same time the Five-Power Agreement, which announces this reconciliation, is more the repair of a blunder than it is a step forward.

Had the principal Allied Powers been willing to say last July what they are now saying, Germany need never have left the Disarmament Conference; the movement for re-armament among her militarists need never have received the impetus which, for bargaining purposes no doubt, the leaders of German policy allowed it; the merchants of blood and glory would have had no ground to greet this agreement with soaring shares.

It is a bad precedent. If one great country can obtain by threats and abstention from discussion what she could not gain by unassisted argument, who knows that others may not follow her example?

Must strike now!

BUT it is no good crying over spilt milk. What the peoples demand is an end to this conference—and a satisfactory end. The time to enter upon the decisive phase has come.

Unless there can be a great and striking cut in armaments before long, unless this bitter wrangling about the relative strength of armies, navies, and air forces can be silenced, there will be no return of confidence between nations, no prospect whatever of a successful Economic Conference.

The recognition of equality of status in armaments together with security for all nations is the basis of the agreement. Part V. of the Treaty of Versailles is to be replaced by Germany's adherence to the general Disarmament Treaty, and in that treaty must be embodied concrete provisions for making the agreement effective. There is no other acceptable way of reaching general equality of status except by a substantial measure of disarmament. Any attempt to reconcile that principle with the obstinate affections of the War Departments of Britain, France, America and Japan for their most deadly new mechanical toys spells ruin.

When every type of weapon or military formation is considered the same dilemma presents itself. Either you retain it, in which case you invite Germany, Austria, Hungary and Bulgaria to do likewise or to acquire it anew—a fantastic outcome of a "Disarmament Conference" and one which can only revive the bad old race in armaments—or you do *not* want these countries to possess it. In that case you must in principle give it up yourself—which *is* a real beginning of disarmament.

The proposals in the direction of equality fall into three sections. First, there is the moral satisfaction of substituting a new undiscriminating treaty, which limits the forces of all nations, for all the special treaties of disarmament imposed upon Germany and her allies.

Glib arguments

NEXT there is the recognition of the fact that the rules concerning military service at present binding upon Germany are unsatisfactory from many points of view.

Germany is obliged to have a small, highly trained, expensive professional army. It would be better, it is argued, even in the interests of disarmament, to permit Germany and her old allies a measure of compulsory enlistment, so long as the period of service is short, and the number of men with the colours at any given time strictly limited. Delicate ground, but not plainly inadmissible with proper safeguards!

Thirdly, there is the proposal that those kinds of armaments which Germany cannot at present possess, and which are believed—as they certainly were believed when the Versailles Treaty was being drawn up—to facilitate a sudden smashing attack, should be given up by the other Powers.

To this reform I attribute far more importance than the rest. For one thing, it is the only big, visible decrease which can be effected in the armaments of the world without entering into the tangled maze of a discussion upon "ratios" of strength.

For another thing, it removes one of the flagrant inequalities between victors and vanquished.

I know there are those who say that 10.000 tons was a rough-and-ready limit for Germany's capital ships; that bombing aeroplanes are a quick and effective means of coercing border tribes; that the tank is in reality a purely defensive implement; and that the submarine is only an inexpensive form of coastal defence.

Is anyone really deceived by such arguments unless he wants to be?

The fact remains that all military aircraft, all ships over the 10,000 ton limit, all heavy land artillery over 4.2 in. calibre, all tanks and all submarines as well as poison-gas were and are forbidden to Germany.

If we really want disarmament, if we have really "renounced war as an instrument of national policy"—a promise solemnly renewed in the Five-Power Agreement—and if in these circumstances we are faced with the alternative of inviting Germany to purchase those weapons or to give them all up ourselves, there can be no possible doubt that we should take the latter course.

If, in these ways, some rightful satisfaction can be given to the German claim for equality—and given so as to help disarmament—the negotiators at Geneva still have to face the security claims of France and her allies.

Governments come and Governments go in France, but the claims remain much the same. And in principle are they not just claims? How can reliance upon national armaments disappear unless in a world in which the military power of all nations is at the service of the whole international society?

Britain is very much averse from further military commitments on the Continent of Europe, though it will, of course, carry out all its promises in this respect. And there can be no ground for declining to encourage a universal system of conciliation and arbitration for all disputes, as France desires. Moreover, the position has been greatly eased by the recent American declaration.

Criminal nations

"HEREAFTER," said Mr. Stimson, "when two nations engage in armed conflict, one or both of them must be wrongdoers—violators of this general treaty law. We no longer draw a circle about them with the punctiliousness of the duellists' code. Instead, we denounce them as lawbreakers. . . .

"Consultation between the signatories of the Briand-Kellogg Pact, when faced with the threat of its violation, becomes inevitable. . . . I believe that this view of the Pact will become one of the great permanent policies of our nation."

The Democrat as well as the Republican Party endorsed this policy during the recent Presidential election campaign in the United States.

That declaration may be the beginning of a new era. The definite acceptance of such an obligation by all civilised nations transforms the situation. No longer need there be any fear that actions of international police may be nullified by a refusal of some great nation to recognise their justice.

It is far better than the proposal for the creation of specially armed contingents. I cannot believe that scheme to be practicable, and were it realised, it would give rise to constant mistrust, jealousy and intrigue concerning the use of these forces and their formidable weapons.

An international air force, organised as a single body, is the only suggestion for arming the international community which is likely to become practical politics—and that only if national air forces disappear.

But behind the problem of international "sanctions" lies the far more vital question: "Is there unity of purpose in the Council to whom an international force will owe obedience?"

So long as Japan, herself a permanent member of the Council, is allowed by Great Britain, France and the other members to tear up the Covenant of the League with impunity, it is a pitiful waste of breath to speak of the Council of the League policing the world.

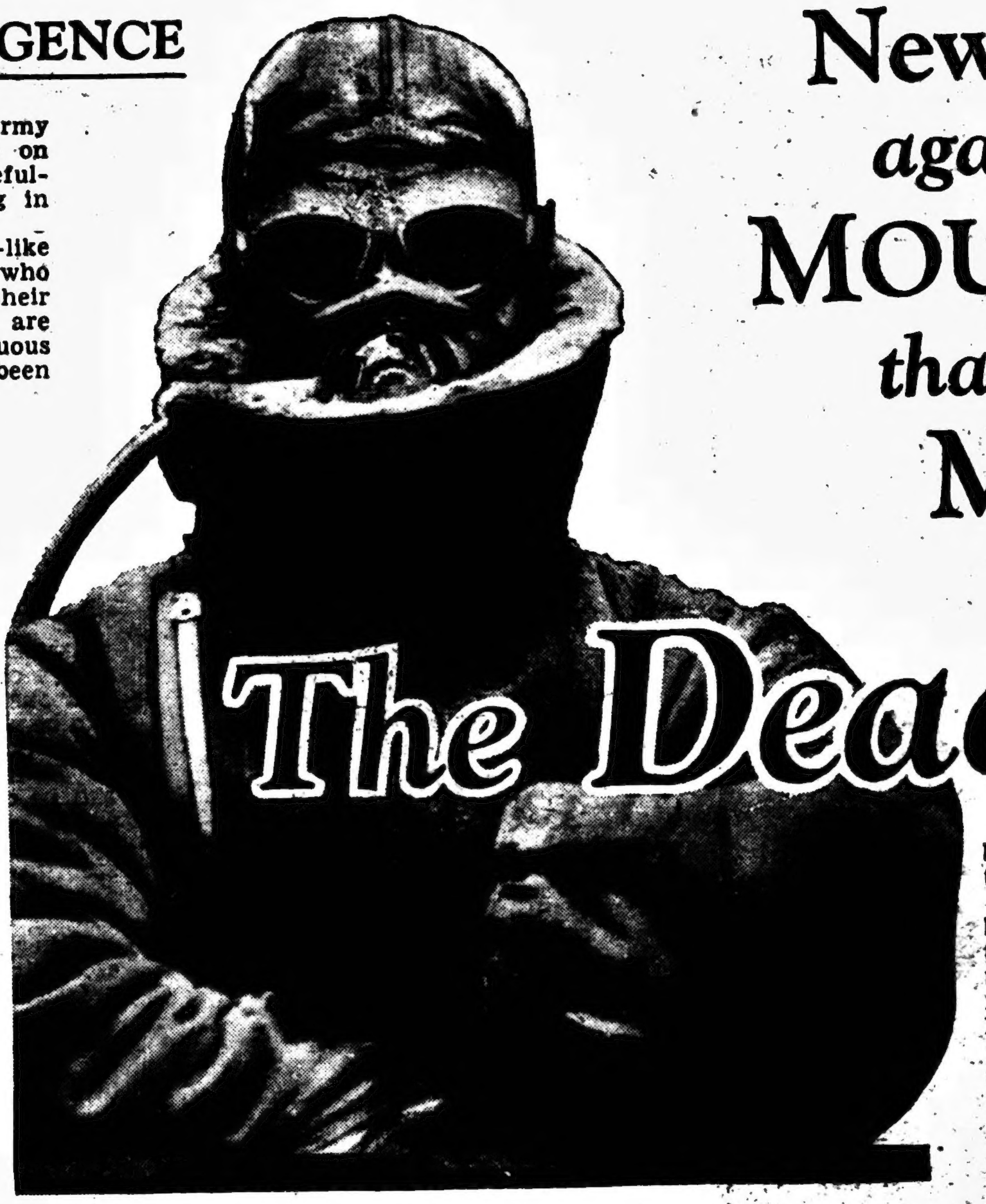
(*World copyright by Cooperation.*)

Now read "Japan Must be Stopped"—by A. G. Gardiner (page 11)

New Battle *against the* MOUNTAIN *that Defies* MAN

by MAURICE FAGENCE

The Deadliest



How Man will set out to conquer the Mountain—special oxygen equipment for the new attack on Everest

THERE is the air of an army headquarters in war-time on the top floor of a peaceful-looking, red-brick building in the West End of London.

Amid maps and war-like equipment and people who walk with a strange calm that conceals their excitement, men come and go who are pledged to the most perilous and arduous adventure human beings have ever been called on to endure.

It might almost be a modern tableau of Foch's headquarters before Verdun.

But all this scheming and preparation is not for that sort of war.

In these formal-looking office surroundings puny man plans to wrest from the Earth the one great secret she has left—one which she seems to hold all the tighter because one by one the others have slipped from her unwilling fingers.

He is determined to conquer Everest before winter comes again—to surmount the mightiest bulwark Nature has thrown up in the face of mankind—and when the leaders of the latest expedition leave London before this month is out, the good wishes of everybody will follow them.

Goddess's secret

But what is the reason for Everest's amazing defiance? Why does she win so often and regularly in her war with man that she has come to be regarded as the supreme test of physical and mental endurance?

Why is she holding out now that the North Pole has been both walked over and flown over, the Atlantic and Pacific Oceans bridged again and again by aeroplane, the deep sea-bed made to surrender her secrets and her treasures—now that man has probed the crater of Vesuvius, circled the world in less time than it used to take to go from London to Glasgow, and conquered the plagues and pestilences of the worst hell-spots in the Tropics?

The secret, according to the Tibetans, with whom all would-be climbers of Everest must negotiate, is the Goddess Chomo-lungma, who, they say, has her sacred stronghold where Everest buries her head in the eternal snows, and who imposes agonies beyond description on those who try to violate it, and death on those who look like succeeding.

Now in this office of the Royal Geographical Society, where the expedition has its London headquarters, they do not believe in Chomo-lungma. Notwithstanding those thirteen brave lives lost in recent attempts, their names marked on a special memorial at that part of the base where the expedition will begin its climb, they refuse to believe that Everest is impregnable.

Angry deities

They merely smiled disappointedly when the Tibetan authorities told them, after the 1924 expedition, that no further attempts could be made for some time as the gods were angry. And now that they have been invited to try again (the supernatural guardians of the mountain having been appeased in the meantime), they push forward with their plans with courage and confidence.

Yet if they do not believe in the Goddess Chomo-lungma, they know that the comparatively young men who will make this year's assault will have to face something just as fearsome, just as cruel, just as eerie and revengeful.

They know that the little expedition tent that could be erected in a council house bathroom will be far too big when it has been carried to a height of 27,000 feet to act as the final camp for the assault on the summit 29,140 feet above sea level—that in that wilderness of rock it will be almost impossible to find one six-foot square of level ground on which to erect it. Just room to rest on knees and elbows is all Everest offers to those she breaks.

Air-hunger agony

They know, too, that these super-light tent-pegs, made of aluminium, will weigh like grand pianos at the height to which they will be carried; that this equipment that a child could carry to school will probably prove too much for the strongest man; that the climbers might prefer to choke in the agonies of air-hunger rather than carry this oxygen apparatus weighing a mere fourteen pounds.

Yes, Everest has greater terrors than Chomo-lungma.

The men who will sleep in this little tent at the final camp will so exhaust themselves by a simple act like turning over in bed that they will suffer terrible distress and palpitations, with violent gaspings for breath that will last some minutes.

If they stoop to lace a shoe they will suffer from an extreme exertion that would kill any man whose endurance was not well above the average. To do one complete movement of physical drill would be fatal.

Not even their rest will be real rest. The human body is cooled by panting, and their rate of breathing, even as they sleep, will intensify the danger of death from the extreme cold resulting from the awful winds—among the coldest and most violent in the world—that rage always round the summit.

Life, even in these hours of so-called rest, will die down to a mere whisper at those great heights.

Yet how much worse will be the suffering of the picked men chosen to set out from the highest camp for the summit.

At such heights, where the oxygen content is a mere one-third of what Nature ordinarily gives for the maintenance of life, the temper is seriously affected.

A man can become the victim of senseless irritability. He may become indifferent to everything that happens round him, even to the extent of losing all idea as to why he is there. And, what is more awful, his courage is bound to be more and more diluted with fear the higher he goes.

Not unlike a god, after all—to make the prize less and less attractive as you approach it!

Picture two men setting out on the final assault. Their sense of acute coldness is a sheer agony. They wonder at their strange lack of ambition to plod on. Their breathing is wild and erratic and beyond their control.

The giant's challenge

With their first step forward they feel that they want food for such a struggle—but Everest has taken away all their appetite, as altitude always does. Every article of equipment seems to be a mountain of lead that will make success impossible—yet they know that if they discard it they will have no hope of reaching the top.

They take one step forward and stop. All their energy has burned out, and they won't be able to summon enough energy for another until they take twenty deep breaths. Twenty? Perhaps it was nineteen, perhaps twenty-one! How can a brain count in such a turmoil this?

One more step. Twenty more dee breaths. Yet another step. Y twenty more breaths. And so o until at last, at long last, the realise that supreme ambition of a Everest climbers, rarely achieved, o taking a score steps forward befo they sink down on their knees an forearms and fight for very life.

When strength comes back the look upwards towards the promise peak, catching sight of it only fo fleeting seconds when the swirls mist part as they scurry before t wind.

A thousand feet above them i looks down impudently and challengingly, like a brazen giant o snow. Beneath them terrific gorge and mountain troughs, the two-mil climb over pebble-strewn ice tha changes in configuration every year and all the terrors of their earl progress.

Blind eyes . . .

About them as they lay is tha strange 1,000-feet wide band o sandstone that surrounds Everest in a monster belt. And actually beneath their cut hands and bruised knees the rocky slabs of Everest, overlapping each other like the tiles of a steep roof, peppered with snow and falling away at a general angle steep enough to make one slip fatal.

And then—up and on again.

And now they look up towards that one peak and see two. They look at a left hand and see two left hands. Each looks at the other and sees two companions. They have reached a land where everything is doubled—and they know that snow blindness, that terrible affliction of the higher altitudes, has seized them.

Twenty breaths: another step. Twenty steps: another collapse on to knees and elbows—another struggle to find life-giving oxygen in the rarefied air. What would be a five-minutes' climb at lower altitudes becomes a day of herculean effort and chronic distress.

Only another 800 feet! Another 800 miles means the same thing.

New heights bring new symptoms to show the immense strain their minds and bodies are enduring. Their lungs are now pumping like bellows. Their hearts beat maddeningly, as if any beat might be the last. Air hunger that is fifty times worse than food hunger afflicts them.

They repeat their determination

Adventure of All

"The one great secret the Earth has guarded from mankind"

This remarkable photograph of the summit of Mount Everest was taken with a telescopic camera from a base camp nearly two miles below

parrot-fashion, lest they should forget why they are here. And then, as they pass into a sort of waking nightmare, it becomes harder and harder to remember the words of resolve that they must utter.

Impossible to think? Why, man is incapable of sustained thinking at anything over 10,000 feet, and this is nearly three times as high.

Men in aeroplanes have tried to see what these men are seeing now and have failed. Two Americans in a machine fitted with oxygen apparatus and electrical blankets reached only a height of 15,590 feet when they tried to fly over Everest last year, and Sir Alan Cobham fared no better in 1924.

Aeroplanes have reached far greater heights than this, of course; but they fail when Everest has a hand in the game.

As they stagger forward the climbers cough and cough to remove an obstruction that isn't there—cough until blood comes. Altitude throat, one of the most painful of maladies, has them in its grip. Their minds, which are already suffering from enfeeblement of memory, start to fail to appreciate danger and difficulties. And, to add to all their other perils, they might wander over a precipice as if they were clockwork figures compelled to go the way they are facing.

At any time now they might sink down for that rest between walks and never rise again.

Yesterday's heroes

These are the horrors the intrepid explorers have tasted in the past. Those who set sail at the end of this month for the greatest effort of all will have to taste them, too.

The weight of equipment has been reduced since that last effort, which came so near to success, and yet, when one thinks of feet in terms of Everest, was so far from it. Oxygen apparatus has been improved. Animals have been subjected to the different atmospheres and pressures the explorers will have to endure.

If Everest wins this time it might well mean that we must wait the coming of a superman with a constitution that will give him a climbing advantage of a thousand feet over the next best mountaineer.

We have not been beaten in the past for want of brave and determined men.

No wonder we failed before the war, when one remembers that the 1921 expedition of Lt.-Col. C. K. Howard-Bury, the first permitted by the Tibetans after the war, showed that our previous ideas as to the topography of the mountain were wrong.

Then, during the 1922 expedition of Brigadier-General the Hon. C. G. Bruce, Norton and Mallory reached a height of 26,985 feet without oxygen apparatus, and Finch and Bruce 27,300 feet with it—records which have been used as the foundation of all the arguments for and against the use of oxygen since that date.

Mountain torture

This time the expedition will probably use oxygen to reach the final camp, after which two picked men will make the final attempt unhampered by the weight of it.

The 1924 expedition, of course, added a new chapter to the history of British pluck and endurance.

The final camp was established at 26,800 feet, and from this point Norton and Somervell struggled to 28,126 feet—a thousand feet from their goal—without oxygen. Then, when Somervell's throat gave out completely after he had suffered indescribable tortures, it was arranged that Mallory and Irvine should make an attempt with oxygen.

The whole world remembers the main points of what followed.

Odell had been sent to a lower camp because there wasn't enough flat land to accommodate him at the final camp. Even at the lower height his cooking stove had rolled down the mountainside for want of room. He was recalled to the top tent, and the party set out.

Into the mist . . .

The rest he has told. How Mallory and Irvine disappeared for more than an hour and then re-appeared for a second as the mist swirled away. They were higher than the foot of man had ever been before, probably only 800 feet beneath the summit, and lumbering on blindly and bravely.

And then the mists closed around them again, and they were lost to the sight of man for ever. . . .

And now the 1933 expedition is to fight Everest to the last ditch.

Odell is going again, keen to be in the final assault once more despite his terrible experience. And C. G. Crawford will be there, the only survivor of eight borne down by an avalanche in the 1924 expedition.

Not young men, either of them, But, then, youth has as many deficiencies as age in the supreme tests of life.

The leader, Mr. Hugh Ruttledge, for instance, is forty-eight. What counts with him is that, always a skilful mountaineer, he learned all about the diabolical cunning of Everest in his ten years as District Commissioner in the Himalayas.

That is something far more important than mere youth.

Of course, Mr. F. S. Smythe's leadership of the successful Kamet expedition qualifies him. And Major Hugh Boustead has got into the party as the nearest approach that can be found to a super-man with all the qualities required.

Great adventurers

Olympic boxer and all-round athlete, he was commanding a Sudanese camel corps when the news that he had been picked reached him. An R.A.F. pilot with whom he was flying over the hottest part of the African desert told him he had been chosen for the coldest job in the world—and to Boustead, who has endurance enough for almost anything, it was wonderful news.

Then there is L. Wager, of the Harold Watkins' Arctic Expedition; W. Harris and J. Longland, whose brilliant climbing of British peaks has at last earned them the right to win their spurs on Everest; and, among others, T. A. Brocklebank, the Cambridge stroke in the 1929, 1930 and 1931 boat races, who proved his tenacity and immense physical capacity to millions by rowing hard when the strongest men had slipped forward in collapse.

A man has to be exceptional to qualify for an Everest expedition when he is under twenty-five years of age—but Brocklebank *is* exceptional.

They are all ready, keyed up for the Great Adventure. What will they discover?

What new savagery is the Goddess of the Mountain capable of that we know nothing about? What new tortures lie in store if and when man treads at the height of 29,000 feet for the first time since the world began?

Who will conquer?

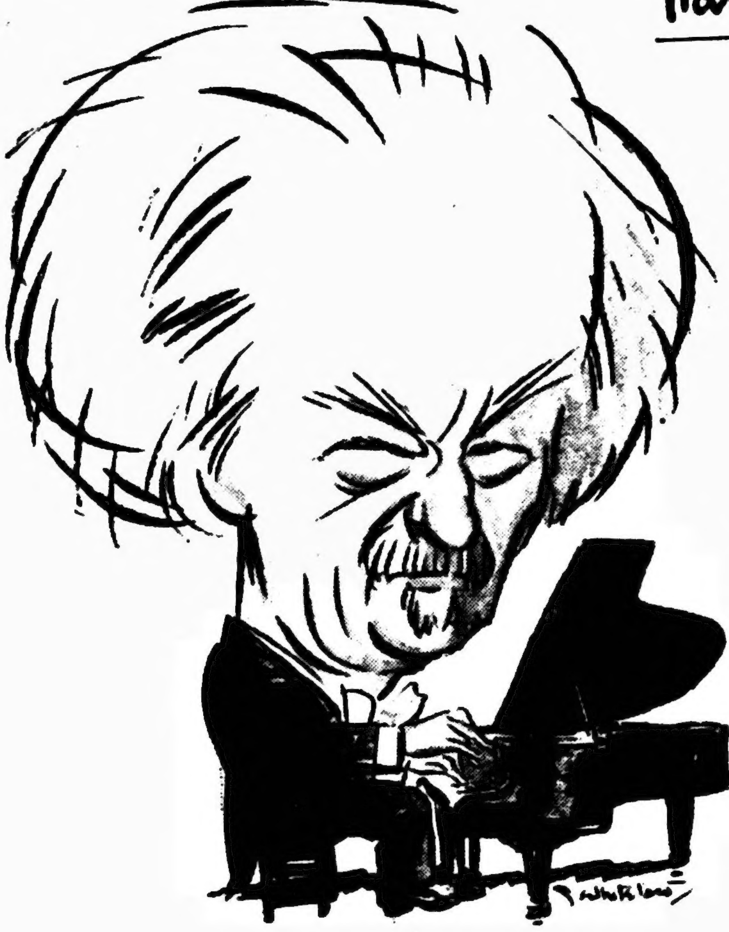
It would be possible for the picked men to get within five feet at the top and then fail—incapable of that last colossal effort that climbing a few steps at that height entails. It would be possible for them to reach the top and not know why they were there—their great mission completely forgotten.

It may be that poor Mallory and Irvine got to the top, and that the world will get a last message from them like that of Captain Scott, of Polar fame—a line of scrawl that will become a golden line of our history.

Everest still holds the secret of her topmost thousand feet intact. What men have endured may be as nothing to what they will have to suffer before the final conquest is made—if it ever is made.

Hannen Swaffer's Open Letter to PADEREWSKI

All the WORLD is in YOUR Debt



DEAR PADEREWSKI, — So even at the age of seventy-two, in spite of the fact that things are not so well with you as they were, you, a prince of men as well as a prince of pianists, have planned another of your big concerts for charity. But for your prodigal munificence, you would now be a rich man, in spite of your heavy losses because of the war.

As it is, you enjoy, instead, a respect unequalled by that paid to any musician of any kind belonging to our time.

You represent a generation that has gone.

The worlds of art and entertainment have new kings and queens now. Yours was the time of Caruso and Melba. Now it is Greta Garbo and Wallace Beery. Indeed, when last I saw you, it was at Brighton, when you had just finished playing in a kinema, which, alas, was by no means full.

You were holding a little court in your dressing-room, almost as though you were an exiled monarch receiving a few faithful subjects in a small room in some hotel. People bowed when they addressed you, just as though you were the ex-King of Spain. But compared with him you looked really regal.

The first time I met you personally was during the war, when I saw you waiting outside Lord Northcliffe's room one day, and you told me you had come to "Plead for Poland, which is seven times as big as Belgium and where things are seven times as bad."

* * *

In the minds of millions of people all over the world you embody Poland. They do not think of the local Mussolini who now bosses things there, nor any of the crowd of politicians who scramble in Warsaw, as they do in most places, but of you, a pianist who has enchanted more people with the music of your once-stricken Poland than has any other man who ever lived.

When, at the end of the war, Poland wanted a Prime Minister, she chose not a politician, but you, not only because of your great work for your country's freedom, but because people all over the world knew your music—yes, and because millions of them regarded you almost with affection.

So you went to Versailles for Poland, signed the Peace Treaty and the since-neglected Covenant of the League of Nations, which formed part of it, looking all the time mournfully out of place amid the crowd of greedy statesmen who were bargaining and huckstering amid the ruins of a broken world.

* * *

People like you might have helped to rebuild it, but when your eyes, like those of a wounded spaniel, looked mournfully on at the wreckage, they shrugged their shoulders and said, "Why hasn't he brought his piano?" Your music was jazzed into silence by the discordance of the Concert of Nations.

Poets had dreamed of freedom, musicians had put into elegaic melodies the sorrows of their oppressed people—but they had not reckoned on the incompetent place-seeking of the politicians who make of political freedom a new kind of economic servitude.

During the war you threw your soul into work for your country. You knew that Poland's independence could at last be achieved, and so you raised an army of 100,000 men to fight for the Allies. During all that time your hands scarcely touched the keyboard.

Then, when you became Prime Minister, the Chauvinists beat you. You had not worked for the independence of Poland so that she could become aggressive to her neighbours. Pilsudski became Dictator of Poland, and you, believing in freedom, not tyranny, kept out of Poland for ten whole years.

Discouraged people will take heart from the story of your life, for some of them have heard how, when you started as a pianist, the Warsaw professors all tried to discourage you. "Your hands are not long enough," they said. "You cannot span more than an octave. You would be well-advised to give up the piano and learn an easier instrument, such as the trombone."

* * *

Well, it gives us an idea of the troubles you had to overcome, especially as we know that, when your wartime work had made your hands unsuited for the piano keyboard, you often practised for twenty-four hours a day!

Yes, during your life you have given away literally hundreds of thousands of pounds. Then most of your remaining fortune was swept away in the financial panic that struck the world.

So now you go on, still travelling, still wearing a tight frock coat and a white tie in the daytime, and you are the only man I know who still wears elastic-side boots.

At Hanley, some years ago, after a mine disaster, you gave the takings to the widows and paid all the expenses of the concert yourself.

I have myself sat in a crowded Albert Hall, when the King and Queen were present, and seen the vast platform occupied just by you and your piano, when I knew that all the takings had been given by you to British war charities.

You are, of course, Sir Ignace Paderewski, if you care to call yourself such. For the King knighted you seven years ago. But you are still "Paderewski" to the world, and "Paddy" to your friends—and still a great artist in a day of noise and ugliness.

CANDID COMMUNICATIONS

ARCHBISHOP OF CANTERBURY,
Lambeth Palace, London

YOUR GRACE,—Your appeal to the clergy to offer halls where the unemployed can find recreation and useful occupation is timely and generous.

I hope too, that the Government will listen to your plea for the continued education of the juvenile workless.

For, as you say, theirs is the saddest lot of all

JOHN BULL.

Capt. J. C. TOWNLEY,
S.S. "Mauretania"

DEAR CAPTAIN,—Other nations may boast of their new liners, but they can't beat the veteran you command.

While, the other day, gales, hurricane squalls, mountainous seas and snow flurries delayed every other west-bound vessel, you brought your twenty-five-year-old charge into New York an hour ahead of scheduled time. Yet you had gone straight to the bridge from a sick-bed!

Congratulations to you both on a magnificent crossing.

JOHN BULL.

Mr. JAMES STUART, London: Your protest against coloured folk being entertained by English bodies and met socially by English families may have interested the Royal United Services Institution, but it disgusted me. Ever heard the word "snobbery"?—JOHN BULL.

Sir PHILIP SASSOON,
Park Lane, London, W.

DEAR SIR,—You have quickly justified your appointment as chairman of the National Gallery. For you want to lend some of the great paintings now confined in London to be exhibited in the provinces.

It has always been a matter of regret that the country's art treasures should be invisible to many millions of its citizens.

I hope your plan for making them more widely known and appreciated will succeed.

JOHN BULL.

Mr. H. C. A. BINGLEY,
Metropolitan Police Magistrate

DEAR SIR,—You were surprised to learn that it is a criminal offence for anyone to be drunk when in possession of a loaded fire-arm, even in his own house.

I am only surprised that a man should have to be found drunk before it becomes an offence for him to possess such a weapon.

JOHN BULL.

P.C. LERESCHE,
Manchester

DEAR CONSTABLE,—A policeman has to do many odd jobs, but it is something new to see him giving a display of cowboy skill in a city street.

When a mad bull imperilled the lives of hundreds of schoolchildren you flung your arms about its neck and wrestled it to a standstill.

What a tackler you would make at Rugby football!

JOHN BULL.

LORD IVEAGH,
St. James's Square, London

DEAR LORD IVEAGH,—For many years householders in Southend have received New Year greetings from you in the form of a calendar.

They will have no calendar in 1933, but throughout the year they will keep you in affectionate memory, knowing that you have devoted the £600, which your act of goodwill cost, to the alleviation of local distress.

JOHN BULL.

JOSEPH GRANEY,
Corlett Street, Liverpool

SLUGGARD,—I am glad to know that for at least a month your discomforts will include early rising.

For you have been too lazy to leave your bed even to draw relief for your wife and five children, and the pleas of public assistance officials left you cold.

A month in prison should warm your sluggish blood—at least, I hope it will.

JOHN BULL.

TOM COULSON, Hendon: Aged seventeen, you have walked 570 miles in search of work and are still plodding hopefully. I hope it's true the hopeful plodder always wins.—JOHN BULL.

Rev. K. C. SCOTT,
Morden, Surrey

DEAR VICAR,—You performed a rather unusual function for a parson when you laid the foundation-stone of a new public-house.

I wish the spirit that animated it were not so rare.

In dedicating the building "to the freedom of the public to obtain refreshments at all times on licensed premises under good social and temperate conditions," you showed the right conception of liberty and sobriety.

JOHN BULL.

Miss E. M. KITCHING,
New Barnet, Middlesex

DEAR MADAM,—Remembering your well-known brother, the late Commissioner Kitching, of the Salvation Army, I can understand your annoyance at having to pay 11s. 8½d. to war purposes in every pound of income-tax.

But I think you are ill-advised to refuse to pay more than the 8s. 3½d. that goes in social services. The money will still have to be paid, and your share would fall on others poorer than yourself.

Pay and protest in the good old British spirit.

JOHN BULL.

Alderman H. AINGER,
Aldershot

DEAR ALDERMAN,—A boy who was charged before you with wandering had run away from home because his mother said she couldn't afford to keep him.

She began to tell you of his bad points, but you preferred to think of his good ones.

"You don't seem to have had a chance," you told him. "There is some good in you, and I am going to make a man of you."

Well, if he becomes a man as wise and big-hearted as yourself, he will be well worth knowing.

JOHN BULL.

Mr. J. SMEDLEY CROOKE, M.P.,
Deritend, Birmingham

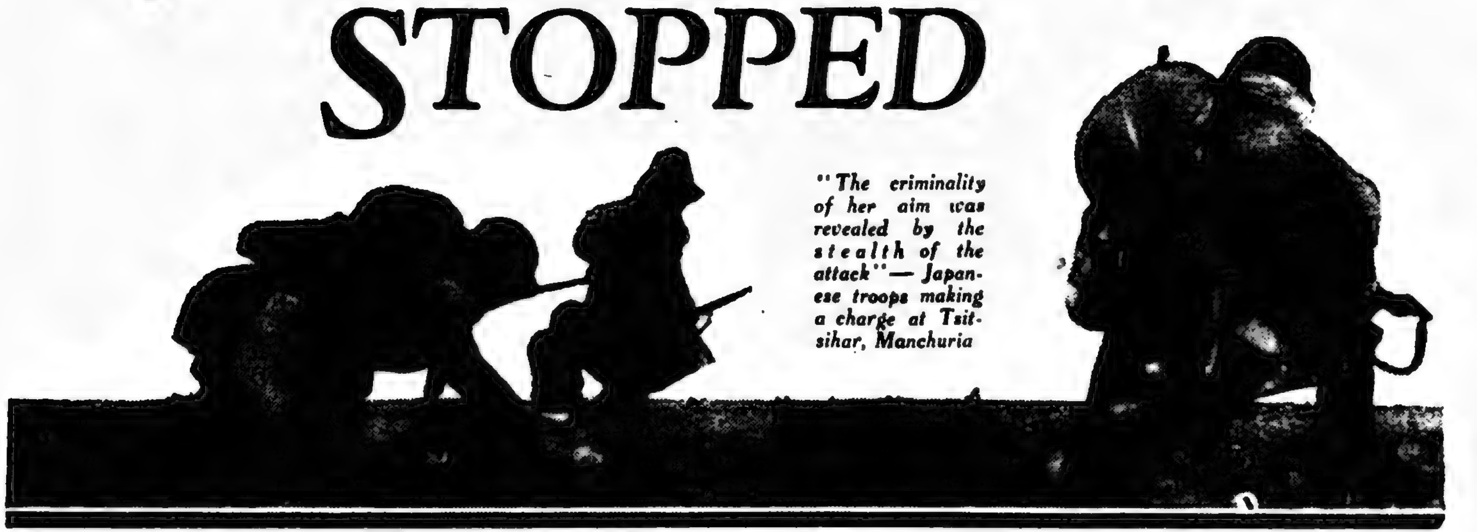
DEAR SIR,—Your scheme to relieve unemployment is bold but simple.

You propose that, in industries where it is practicable, employers should engage extra workers, and that an equivalent number to those taken on should lose one week's work in every six.

Some firms are already working this scheme with the willing co-operation of their staffs. The closest consideration should be given to the possibility of extending it.

JOHN BULL.

JAPAN *must be* STOPPED



"The criminality of her aim was revealed by the stealth of the attack"—Japanese troops making a charge at Tsitsihar, Manchuria

by A. G. GARDINER

JAPAN goes steadily and inflexibly ahead in the task of gobbling up China. And the League and the world look on in bewildered helplessness.

The latest infamy at Shanhaikwan causes no surprise. It causes no surprise for two reasons. First, we knew it was coming. Second, we are now so familiar with the Japanese method that we have ceased to be surprised at any outrage that is committed.

The method is simple. An allegation is trumped up against the Chinese, and as soon as it is launched Japanese armies are on the march, Japanese aeroplanes are swooping down and Japanese men-of-war are rushing to the nearest port.

The desired end!

There is no question of enquiry into the truth of the allegation, and no time is allowed for the intervention of anybody. Action follows so swiftly on the heels of the alleged grievance that it is clear that the action was arranged before the grievance was invented.

That is what happened at Mukden. That is what happened at Shanghai. That is what has now happened at Shanhaikwan, where a Chinese town has been reduced to ashes and nearly two thousand Chinese are reported to have been massacred.

What does this latest crime portend? For these incidents are never isolated episodes. They are merely the opening of another phase of the conquest of China. Mukden was bombed, and today Manchuria, a country as big as France and Germany, is as much Japanese territory as Kent is English territory.

And so with Shanhaikwan. It is the beginning of a new chapter. It is the prelude to the occupation of the great Chinese province of Jehol, just as Mukden was the prelude to the conquest of Manchuria.

But it has an even more sinister significance. The attack on Shanhaikwan and Chingwangtao brings the Japanese beyond the Great Wall and in striking distance of Pekin and Tientsin.

Our affair, too

General Nakamura, the Japanese commander, is reported to have made three demands—first, that the Chinese shall "apologise" (presumably for daring to be in their own country); second, that the railhead shall be placed under Manchukuo control (that is, in the hands of the Japanese); third, that the area shall be declared a neutral zone.

It is very much as if the French or Germans suddenly and without warning invaded Dover and bombed it to dust and then demanded that the British Government should apologise, hand over the railway terminus to the invader, and agree that Kent should be a neutral zone.

Do not let us suppose that this is merely a Chinese affair. It is that primarily. But it is our affair, too. British interests are as profoundly involved as they were at Shanghai. The railway from Shanhaikwan to Pekin is a British-owned railway, and the port at Chingwangtao, at present occupied by the Japanese fleet, is the port of export for an important mine in China which is worked with British capital.

The infamy of this business would be none the less if we had no national interests at stake in the matter. But the fact that we, like America, France and other countries, have millions of capital invested in China is at least an additional reason for our concern at a policy which threatens the whole future of China and its commercial freedom.

It is idle any longer to shut our eyes to the fact that Japan is launched upon the most tremendous adventure of brigandage in history. She began that adventure with the conquest of Korea, and her victory over Russia encouraged her in the dreams of an Asiatic hegemony.

Her waiting game

"We have destroyed the hypnotism of colour," said one of her statesmen after the Russo-Japanese war, and it was only the fact that Europe was too powerful to be challenged then that prevented her carrying out her designs on China. She seized the occasion of the Great War to set up a claim to the Shantung Peninsula and sought to establish her supremacy in China by means of the Twenty-two Points.

But again she was held at bay. The nations which had won the war were still too formidable to challenge, and at the Washington Conference the policy of "Hands off China" was firmly adhered to and Japan had once more to accept defeat.

She was compelled to bide her time for a more favourable opportunity. It came with the financial collapse of the world in 1931.

Quietly . . .

That collapse coincided with the triumph of the military party in Japan, and while Europe and America were struggling with the task of saving the world from bankruptcy Japan pounced on Manchuria and began in grim earnest the task she had so long had in view.

She did this in defiance of three solemn treaties which she had signed, each one of which forbade the policy she pursued.

They were the Covenant of the League, the Nine-Power Treaty (which specifically secured the integrity of China), and the Kellogg Pact. The criminality of her aim was revealed by the stealth of the attack.

She did not complain to the League that she had grievances in Manchuria which must be redressed. She gave no hint to her co-signatories of the Nine-Power Treaty that anything was wrong. To have done so would have defeated her object.

That object was to jump the claim while the Powers were absorbed in their financial calamities, and to present the world with an accomplished fact.

If the League of Nations had taken up the challenge at once, and reiterated the Washington doctrine of "Hands off China," the bluff would have been called.

But the League looked on helplessly. Powerful influences were at work in France and in this country on the side of the Japanese, and the armaments firms, which have a strong hold on the Paris Press, were reaping too rich a harvest from the supply of war material to want Europe and the world to interfere.

Final audacity

No country had a worse record at this most critical moment in history than our own, and the timidity of our Foreign Office is one of the chief causes of the desperate situation with which the world is confronted to-day.

Instead of Europe calling Japan's bluff, Japan has called Europe's bluff. She has gone from audacity to audacity. She has made the League an object of derision, and has trampled on its feeble protests with an iron heel.

The Lytton report was expected to bring the issue to a crisis, but months have passed since it appeared and nothing has happened.

As if to show her scorn, Japan, on the eve of the meeting of the Council of Nineteen, summoned for next Monday to consider what is to be done about the Lytton report, presents the League with another challenge.

She has invaded China proper, started on the annexation of another vast province and established herself within striking distance of the old capital of China.

If Europe and America do not call a halt now to Japan's gigantic adventure then we must reconcile ourselves to the fact that Japan has established her hegemony over Eastern Asia, and that the League of Nations has collapsed finally before her challenge.

What that would mean to the future of the world can be dimly imagined. This at least is clear: Monday's meeting of the Committee of Nineteen is fraught with issues as momentous as any in history.

Not from the B.B.C.—John Citizen "Blows the Gaff" anent

Those Happy Taxpayers!

WHO are these people, blithe and gay,
Who form up in light-hearted queues,
Behaving in the care-free way
We read of in the morning news?
What is the place
To which they race,
A happy smile upon each face?

Has some bright wag hung out a sign:
"Free drinks for all are offered here"?
Or has somebody found a mine?
Why do the burghers dance and cheer?
I'd never guess
The facts unless
I'd read them in the daily Press.

But who so base is as to doubt
A blessed truth enshrined in print?
These merry lads who skip and shout
As though presented with the Mint
Are on the way,
My papers say,
Their well-loved income-tax to pay!

Speaking as a representative of a class whose members are able to do their duty only at a cost of much travail, I protest against the dope supplied to the Press, apparently from bureaucratic sources, regarding the eagerness and lightheartedness with which citizens are paying their income-tax.

Coming after a season of costly good cheer, the task of finding two-thirds of an inflated tax from a sadly-depleted financial glory-box is one to affright the stoutest heart.

Up to now I have somehow managed to perform this conjuring trick, but there is no guarantee that I shall be able to keep on doing it; for even the most resourceful magician discovers, sooner or later, that his supply of rabbits is giving out.

Let me assure the Laird of Lossiemouth, the Chancellor of the Exchequer and all others whom it may concern that, although I do my best to keep smiling, I am a harassed and hard-pressed person, and I resent the officially-inspired propaganda which depicts me skipping off to pay a crushing tax as easily as Bradman scores runs and as eagerly as women storming a bargain counter.

What does the bureaucracy hope to gain by representing as a delightful lark an operation which involves the average man in weeks of worry and self-sacrifice and, in many cases, actual hardship?

Apparently officialdom thinks that the best way to camouflage the fact that our burden of taxation is a tragedy is to treat it as a joke.

I am the man who bears the brunt
Of all the blunders ever made
By politicians on the hunt
For votes. Whatever game is played
In Parliament by Outs and Ins,
By Tweedledum and Tweedledee,
Whichever Party fails or wins,
The final bill is paid by me.

I am the chap who cannot shirk
While elder statesmen talk or yawn;
I am the cove who keeps at work
To keep the nation out of pawn.
I'll pay once more, though nearly broke;
But, lest my patience be abused,
I wish to say: "A joke's a joke,
But, frankly, 'we are not amused!'"

VAPEX
(REG. TRADE MARK)
INHALANT

Cures Colds safely

Simply put a drop on your handkerchief and breathe the vapour. "Vapex" goes straight to the cause of the trouble—the germs which multiply so rapidly in the dark, warm passages of nose and throat. The sooner "Vapex" is used, the sooner will the cold disappear.

Of Chemists 2/- & 3/-

V.55 THOMAS KERFOOT & CO. LTD.

What the Cover covers

Just a steel frame, that's all—nothing much to look at but how much depends on it. Service, neatness, strength, the shape of your umbrella—have you given these a thought?

Insist on a Fox's Frame, and on all these counts you are assured of the best.

THIS UMBRELLA IS MADE ON FOX'S FRAME
TRADE MARK
S. FOX & Co. LIMITED
PARAGON

FF8

FOX'S FRAMES

LOOK FOR THE TICKET

THE NEVER-FAILING REMEDY

No cough or cold, however stubborn, can resist Galloway's Cough Syrup. In *every* case, this famous old London remedy means speedy and complete recovery.

GALLOWAY'S COUGH SYRUP

Sold by all Chemists & Stores.

Price 1/3 or 2/6 per bottle or direct from P. H. Galloway Ltd., Qualified Chemists, London, S.E.17.

There is nothing "like 'Ov for Weather like this

WINTER, with its gloomy months of fog and cold and driving rain, brings coughs, colds and influenza in its train. To resist these dangers it is essential that adequate reserves of strength and vitality should be established and maintained.

There is nothing like "Ovaltine" for building up your natural powers of resistance to winter ailments. It provides just that highly concentrated, correctly balanced nourishment which is necessary to maintain health at a high level and to create rich stores of strength and vitality. For this reason you should make delicious "Ovaltine" your regular beverage at meal times and before you go to bed.

But it must be "Ovaltine." This perfect tonic food is made from the highest qualities of malt extract, fresh creamy milk and new-laid eggs. The high quality of these ingredients, the proportions in which they are combined, and the scientific process of manufacture distinguish "Ovaltine" from all other preparations.

> ***Remember that "Ovaltine"—unlike other food beverages—does not contain household sugar to give it bulk and to cheapen the cost, nor does it contain a large percentage of cocoa. "Ovaltine" is 100 per cent. health-giving nourishment—entirely free from starch, which is found in imitations made by a less scientific process.***

Remember also that when you buy a tin of "Ovaltine" you obtain ***more*** in value—that is, ***more*** in quality and ***more*** in quantity. For all these reasons you should never accept a substitute for "Ovaltine."

Prices in Great Britain and N. Ireland, 1/1, 1/10 & 3/3.

There is only ONE 'OVALTINE'

P.880

Famous Diplomat Comes a CROPPER

Sir Walter Beaupre Townley, K.C.M.G. He was a passenger—but a paid passenger—said Lord Justice Scutton

COUNTLESS men with famous names have lent their prestige to companies which have done little more than induce the investing public to part with colossal sums of money.

We dread to think what the aggregate losses in such companies must be. It certainly runs into millions of pounds.

One celebrity whose deplorable record as a guinea pig is surely deserving of the most severe censure is Sir Walter Beaupre Townley, K.C.M.G., of Trafalgar House, Waterloo Place, and of Ovington Square, London.

There is a lustre about his earlier record calculated to satisfy the most sceptical investor.

Until after the war he was a brilliant member of the Diplomatic Service, and he has held high positions as a representative of Great Britain in Rome, Bucharest, Berlin, Lisbon, Washington and the Argentine.

He has been Envoy Extraordinary and Minister Plenipotentiary to the Queen of the Netherlands.

After his great Government service ended, Sir Walter Townley was just the man company promoters were seeking, as a magnet to attract capital.

And, we regret to say, his name has been used repeatedly for this specific purpose.

Lack-lustre

Hundreds of shareholders, comprising spinsters, clerks, widows, retired naval and military officers, tradespeople and others, see anything but lustre in his name to-day.

In their eyes he has sadly besmirched his fine record.

Consider the plight of shareholders in one wretched concern to which he lent his name—Moviecolour, Ltd.—which came into being in 1929 with an authorised capital of £800,000.

Its chief object was to exploit a process of colour photography invented by a famous French scientist named Albert Keller-Dorian, many of whose colour inventions are world-famous.

A most attractive prospectus was issued in connection with Moviecolour, Ltd., and, apart from the appearance of Sir Walter Townley's name as chairman, impressive references were made to the Eastman Kodak Company of Rochester, U.S.A.

This famous company was named in conspicuous type and it really appeared as if it was intimately associated with the Moviecolour promotion.

Stupendous prospects were held out.

Among other things, it was stated that the company had succeeded in obtaining a splendid contract for the disposal of the bulk of its colour film with a motion-picture-producing firm called the Blattner Picture Corporation. The sale of at least 10,000,000 feet of film was thus assured in the first year alone.

Yearly profits were confidently estimated at £182,000, or, in other words, over 40 per cent. on the capital.

It is hardly surprising, therefore, that the capital actually offered to the public—£380,820—was immediately subscribed.

No returns

But investors have since been sadly disillusioned. Shock has followed shock in the history of this company.

The 40 per cent. so confidently anticipated has never materialised. Indeed, no profits have been earned at all and not a penny has been paid in dividends.

As for the lucrative contract with the Blattner Picture Corporation, this has brought no substantial revenue, for this £200,000 concern has produced very little so far and has been unable to pay a dividend to its own shareholders.

These shareholders, in fact, must feel very depressed, for the financial history of their own concern has been far from happy.

But the Blattner Corporation and Moviecolour, Ltd., have something more in common. Sir Walter Townley, playing a dual rôle at all material times, was, until recently, chairman of both.

To-day their shares are not quoted on the Stock Exchange.

Let us go back a little and see what transpired at one of the meetings of the Moviecolour shareholders that was held some time ago.

Sir Walter Townley was in the chair, and one of the first people to address him was an elderly lady who was much perturbed at the company's position as her little capital was at stake.

Was her money all right? she asked, for the Stock Exchange had advised her to sell her holdings as quickly as possible.

Sir Walter Townley answered her question by making some severe criticisms of the Stock Exchange which, he said, "depended entirely upon brokers and jobbers who were employed either to boost or depress shares."

To-day, this poor old lady has to face the hard fact that, notwithstanding Sir Walter's views of Stock Exchange brokers and jobbers, her shares are unmarketable.

Many startling disclosures came to light at this meeting. "Preliminary Expenses" swallowed over 10 per cent. of the capital—nearly £40,000—while £70,000 was lost through interested people defaulting in the purchase of shares.

Worse and worse

A licence to enable the company to trade in the particular colour film invention had originally cost 10s.

It since transpires that Moviecolour, Ltd., paid £50,000 for this self-same licence—£43,000 being in actual cash!

Grave comments were made regarding the graphic allusions in the prospectus to the Eastman Kodak Company, and one investor went so far as to assert that it was misrepresentation to include it in the way it was set forth. "Many of us subscribed our money through that," they cried.

Sir Walter Townley's explanation was to the effect that it had all happened through a draft agreement which, entered into by representatives of the American company, was later so altered by the directors that the Moviecolour board could not accept it and had to break off negotiations.

Since then the position has grown steadily worse. And the fact that the Blattner Film Corporation, from which so much was expected, but from which nothing tangible has been obtained, is itself in an unenviable financial position does not help matters.

The accounts of Moviecolour, Ltd., show that £295,000 was paid to a French concern for shares as part of its bargain in acquiring the right to "exploit" its colour-film invention.

This £295,000 is shown as one of the company's assets to-day, but as it has produced little or no revenue—the estimated profit of £182,000 a year is a fast-fading dream in the minds of the promoters—its true value is doubtful in the extreme.

In March last there was a debit balance of £62,000. "Calls in arrear" accounted for £58,800. "Sundry Creditors" are shown as having £23,000 due to them.

A £32,500 holding in an American company is valued at "nil."

And the licence for which the company paid £50,000 has been surrendered and "written off."

What has Sir Walter Townley to say to all this?

The answer is that he is no longer chairman to the company, having resigned recently "for private reasons."

We hope he has learnt his lesson and will leave company ventures alone in the future.

When he had to face the bankruptcy court the other day he made some remarkable admissions. One was that though he had been a director of some twenty companies, he held only qualification shares in most cases which had usually been given to him!

In other words, he had nothing personally at stake, though he was, nevertheless, entitled to his director's fees.

Misrepresentation

His liabilities were £195,647 and his sole assets "stocks and shares £100."

The cause of his bankruptcy is perhaps the most startling thing of all.

One of the companies of which he became chairman recently sued him and other co-directors for damages.

The gravest allegations were made during this case, one being that the public, on the deliberate assurance that the company concerned had made a large profit, was induced to invest further tens of thousands of pounds.

The truth is that the statement concerning the alleged profit was a flagrant misrepresentation. Instead, there had been a serious loss.

A more disturbing indictment cannot be imagined, and some of the remarks passed at the Court of Appeal by Lord Justice Scrutton, in upholding the judgment of a lower court against Sir Walter Townley and some of his colleagues, will drive home our condemnation of directors who lend their names to companies while lacking the necessary knowledge or ability to safeguard the interests of shareholders.

Lord Justice Scrutton said that Sir Walter Townley's case was a melancholy one He was a man with an honoured name, of the type which appealed to the public, and was of the kind company promoters wanted.

Reckless

His name would attract capital and the company promoter would manage the rest. . . . He had said he knew little about accounts and nothing about the law. . . .

He was a passenger—but a paid passenger . . . and promoters might get him to do things that very likely he did not completely understand, or which he never took the trouble to understand. .

'There was evidence on which to hold him reckless.

Now that Sir Walter has resigned, his part with Moviecolour is finished. The company is now in the hands of three directors, two of whom are American, who were not on the original board.

What do they propose to do to right matters?

It is said among experts that the colour invention which Moviecolour, Ltd., was formed to exploit has great possibilities, if properly exploited.

In our opinion, the shareholders should unite, without further delay, and exercise their privilege in demanding a full investigation of their company's affairs with a view to having it placed, if possible, on a sound commercial footing.

JANUARY 31 IS COMING

In view of the exceptional popularity of the JOHN BULL Pen Gift Offer this season, we are glad to announce that a further supply of Pen and Pencil Sets has now been successfully arranged.

This makes it possible to extend our Great New Year Gift Offer until January 31, after which date the offer will positively be withdrawn. Applications must reach us not later than Wednesday, February 1.

Report:- To all Bennett College Students.

Dear Student/.

I have used the College slogan "Let me be your Father" so often that I have really become to feel that we are one big family and that I am the responsible head, and as such I want to tell you about our work done in 1932.

Here is our record and I am very proud of it:-

Very low percentage of unemployment; Thousands of Trained Men have gone into good positions; Thousands of Exam. Students passed at First sitting.

I feel sure you will be interested in the above report and I want you to read the following which space compels me to put into print.

It has been a remarkable year. You will note that in spite of the trade slackness, Bennett College trained men have been in big demand, and our proportion of unemployed has been very low. Perhaps this is because employers know that a man trained by the Bennett College is a man who can be trusted with responsibility, and it is worth more money to have reliability and efficiency.

Also when seeking employment they have found the B.C.D. a deciding factor.

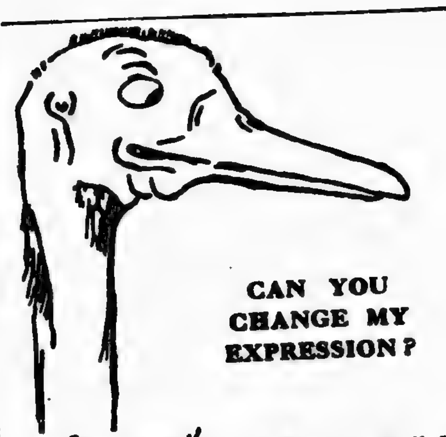
However, I am looking forward to the day when trade fully revives, and when I can see all Bennett College students in the best-paid positions.

You can help me to achieve this laudable ambition by pushing forward with your studies, so as to be in a position to seize the opportunity when it arrives.

Don't forget, Fortune knocks once at every man's door; I want you to be ready when she arrives.

Yours very sincerely,

JHBennett



CAN YOU CHANGE MY EXPRESSION?

Jim Duck IF SO YOU MAY BE THE ARTIST THAT COMMERCE IS WAITING FOR

Just try it for yourself, trace or draw the outline and then put in the features.

There are hundreds of openings in connection with Humorous Papers, Advertisement Drawing, Posters, Calendars, Catalogues, Textile Designs, Pottery, Book Illustrations, &c.

60% of Commercial Art Work is done by "Free Lance Artists" who do their work at home and sell it to the highest bidders. Many Commercial Artists draw "retaining fees" from various sources, others prefer to work full-time employment or partnership arrangement. We teach you not only how to draw what is wanted, but how to make buyers want what you draw.

MANY STUDENTS WHO ORIGINALLY TOOK UP COMMERCIAL ART AS A HOBBY HAVE SINCE TURNED IT INTO A FULL-TIME PAYING PROFESSION WITH STUDIO AND STAFF OF ASSISTANT ARTISTS. THERE IS NO LIMIT TO THE POSSIBILITIES.

Let us send you particulars for a FREE TRIAL and details of our Course for your inspection.

You will be under no obligation whatever

PLEASE ADDRESS ALL COMMUNICATIONS TO :—

Jim Duck **ART DEPT. 31.**

THE BENNETT COLLEGE, LTD.,
SHEFFIELD.

CUT OFF HERE.

COUPON.

Please send me particulars of
your course on..............................
Also **THE HUMAN MACHINE** SECRETS OF SUCCESS.
FREE.

NAME & ADDRESS IN BLOCK LETTERS PLEASE.
....
....
.... DEPT. 31.

HOW TO STUDY

In your spare time when it suits YOU. You fix your own time, you do not GO to your studies, the postman brings THEM TO YOU. There is nothing that a class-room teacher can show on a blackboard that we cannot show on white paper. The lesson on a blackboard will be cleaned off, but our lessons are PERMANENT. A class-room teacher cannot give you a private word of encouragement, but a Correspondence Tutor can do so whenever your work deserves it. On the other hand, he can where necessary point out your mistakes PRIVATELY.

MATRICULATION

There are many ways of commencing a career, but Matriculation is the jumping-off board for all the best ones.

CIVIL SERVICE

Suitable to both sexes. Ages 15½ to 24.
PERMANENT PROGRESSIVE PENSIONABLE POSITIONS.

We prepare candidates for all

INSTITUTE EXAMS.

TECHNICAL, INSURANCE, COMMERCIAL, GENERAL, POLICE, Etc., Etc.

ENGINEERS ALL BRANCHES.

There are examinations which are open and suitable to you, others which are not. Get our advice before deciding.

EVERY DEPARTMENT IS A COMPLETE COLLEGE.
EVERY STUDENT IS A CLASS TO HIMSELF.

YOUNG MEN

Young men physically fit and whose careers are not definitely fixed should join the Police Force. We have Special Courses for Entrance and Promotion.

1/- per week brings success.

Full particulars free.

Address : Police, Dept. 31,
THE BENNETT COLLEGE, LTD.,
SHEFFIELD.

STUDY AT HOME

YOU CAN HAVE A COLLEGE TRAINING IN ALMOST ANY CAREER FOR A FEW SHILLINGS MONTHLY.

IN YOUR SPARE TIME

LET ME BE YOUR FATHER

Unless you are in touch with all branches of industry, you cannot see the possibilities of employment, but with our gigantic organisation we are in touch with every sphere of activity and we know that in many trades and professions there are more vacancies than there are trained men to fill them.

WE teach by post all branches of the following vocations and specialise in all examinations connected therewith. Our advice is always Free.

JHBennett

WE DO NOT PROFESS TO ACT AS AN EMPLOYMENT AGENCY, BUT WE CERTAINLY ARE IN A POSITION TO GIVE FATHERLY ADVICE ON ALL CAREERS AND THE POSSIBILITY OF EMPLOYMENT THEREIN.

THE MOST SUCCESSFUL AND MOST PROGRESSIVE CORRESPONDENCE COLLEGE IN THE WORLD.

- Accountancy Examinations
- Advertising and Sales Management
- A.M.I. Fire, E. Examination
- Applied Mechanics
- Army Certificates
- Auctioneers & Estate Agents
- Aviation Engineering
- Banking
- Boilers
- Book-keeping, Accountancy & Modern Business Methods
- B.Sc. (Eng.)
- B.Sc. (Estate Management)
- Building, Architecture and Clerk of Works
- Chemistry
- Civil Engineering
- Civil Service
- All Commercial Subjects
- Commercial Art
- Concrete and Structural Engineering
- Draughtsmanship. All branches
- Engineering. All branches, subjects and examinations
- General Education
- Heating and Ventilating
- Insurance
- Mathematics
- Matriculation. Metallurgy
- Mining. All subjects
- Mining Electrical Engineering
- Motor Engineering
- Municipal and County Engineers
- Naval Architecture
- Pattern Making
- Police, Special Course
- Preceptors, College of
- Pumps and Pumping Machinery
- Radio Reception
- Road-Making and Maintenance
- Salesmanship
- Sanitation
- Secretarial Exams.
- Shipbuilding
- Shorthand (Pitman's)
- Structural Engineering
- Surveying
- Teachers of Handicrafts
- Telephone and Telegraphy
- Transport
- Weights and Measures "Insp."
- Wireless Telegraphy and Telephony
- Works Managers' Course

IF YOU DO NOT SEE YOUR OWN REQUIREMENTS ABOVE WRITE TO US ON ANY SUBJECT.

DO NOT DELAY—

THERE MAY BE CHANCES FOR YOU TO-DAY FOR WHICH YOU MAY BE TOO LATE TO-MORROW.
EVERY DAY COUNTS IN A MAN'S CAREER

IT COSTS NOTHING TO ENQUIRE

WE TEACH BY POST IN ALL PARTS OF THE WORLD

NOTE ADDRESS CAREFULLY :—

THE BENNETT COLLEGE, LTD.

DEPT. 31, SHEFFIELD.

Marooned for the sixty-ninth time in seven years! The flooded valley where two villages face a grave flood peril

Monstrous FLOOD SCANDAL

FOR the sixty-ninth time in less than seven years the yellow flood waters of the river Spey are swirling round the walls of a doomed home near the Morayshire village of Garmouth. Behind this fact lies a story that is a national scandal and may soon become a tragedy.

The occupants of the house, known as "Queenshaugh," are two lonely women—Mrs. Skene, who is nearly eighty years of age, and her middle-aged daughter. Their menfolk are all dead, and alone in their old home they are watching throughout this seventh winter the turbulent Spey creeping ever closer.

Within the last few weeks the menace has suddenly increased one-hundredfold. Eating its way steadily westwards, the Spey—the most rapid river in Britain—is now prepared for a frontal attack.

The villagers of Garmouth and the two hapless women are aghast at the official apathy to their peril.

On the surface, it appears to be the old, old story of nobody's business. But is it?

Garmouth has already suffered severely, and there are homes at the northern end whose lower apartments are no longer habitable.

Flooded kitchens

Four times this winter the housewives have been forced to wade in gum-boots in their flooded kitchens as they cooked the family meals.

The situation now shaping towards tragedy took its origin in a great flood which some years ago broke down a protective bulwark on a farm about half a mile up the river from Garmouth, on land belonging to the Duke of Richmond and Gordon.

A few spates sufficed to leave the remnants of that bulwark in mid-stream. That gave the river in its sharp bend westwards a clear run, every time it rose a few feet, on the broad acres of "Queenshaugh"; on the embankment of the L.N.E.R. coast line from Elgin to Aberdeen; and the village of Garmouth which lies behind.

The first obstacle in the path was a small holding known as Horne's Croft, which had been in the occupation of the family for 200 to 300 years.

There came a flood four years ago which broke in the gable. The occupants fled, and of Horne's Croft to-day not a vestige remains.

With its disappearance the river began its assault on "Queenshaugh," 200 yards lower down. The building stands on land which has been in the possession of the Skenes for over one hundred years.

The Duke of Richmond and Gordon has stated quite frankly that he cannot afford to spend more money on the river

Above them and below them the land belongs to the Duke, whose interest in "Queenshaugh" is limited to an annual feu-duty.

That is where the shoe pinches. Is it or is it not the Duke's duty to keep the river under control and prevent damage and destruction to other people's property?

His Grace has disclaimed responsibility, and has stated quite frankly that in any case he cannot afford to spend any more money on a river which, in his opinion, is beyond human control.

That was the position two years ago when questions in Parliament led to engineers of the Scottish Department of Agriculture and Fisheries preparing a scheme which involved the reopening of an old mouth of the Spey at Tugney and the laying down of defensive sea groynes.

Expert opinion was that by diverting the river in this way, nearly a mile further east from its present outlet at Kingston, the weight of the flood water would no longer be thrown on the land of "Queenshaugh" and the railway embankment.

There is no reason to doubt the accuracy of that judgment. But the scheme has been pigeon-holed.

The State was willing to lend a hand, but apparently both the Duke and the Moray County Council took the view that it should do the whole job.

And it could not be agreed who was really responsible.

So nothing has been done, and the Spey has swept a protective screen of trees, walls and fences aside until the present critical situation has developed.

Nothing done

There was talk of the possibility of the Department of Health and the Scottish Fishery Board intervening at one time, but it died down and was forgotten.

Appeals have been made everywhere for help, but in vain. Capt. the Hon. James Stuart, M.P., has interested himself in the scandal and has gone to a lot of trouble. But his efforts have likewise failed.

Three heavy spates have coincided with Mr. Ramsay MacDonald's visits to Lossiemouth, and on each occasion he has walked along the railway embankment and surveyed "Queenshaugh" in the midst of its inland sea.

"It is a matter for local effort," he once declared, but nothing is done.

As a last resort, Mrs. Skene appealed to the Duchess of Richmond and Gordon. A reply came from the Duke's factor stating that he had been asked by her Grace to acknowledge the communication, but that he had nothing to add to previous letters on the subject.

The scene to-day passes belief. The garden of the Skenes' home has ceased to exist as such—its walls are a litter of loose stones its flower beds washed bare, its paths obliterated.

A pitifully ineffective screen of corrugated iron has been laid across the front in an effort to keep the turbulent Spey out of the beautifully furnished house, which has already been flooded once to a depth of two feet—the filthy flood-water ruining carpets and many household effects.

Is it nobody's business to come to the rescue of the two defenceless women, whose old home is thus threatened?

Whose duty?

Only the fact that the house stands on a granite foundation has so far saved it. If it survives now the peril will be doubled in the spring floods.

Mrs Skene, her daughter and the people of Garmouth and its twin village of Kingston are incensed that their plight should be ignored.

The stage is set for tragedy. In a heavy spate last month cattle stood up to their necks in water without food for 48 hours. A villager who tried to reach them nearly lost his life. Thrice he was swept off his feet, and was finally pulled back exhausted.

Yet that was not a spate which can compare with those that are feared when the Cairngorm snows melt and the rainstorms from the south-west come in February and March. What is to happen then?

A heavy responsibility rests on the various parties in the case—the Duke of Richmond and Gordon, Moray County Council and the Department of Agriculture.

How far each party can be held morally or legally responsible is a question which must be settled without further delay.

And once it is decided, action must be taken to safeguard the lives and property now imperilled.

BAD-EGG SCHEME

WHAT has happened to the South Wales Supply Company? Until recently it was functioning actively as "wholesale egg and tobacco merchants," with premises in High Cross Lane and Blenheim Road, Newport, Monmouthshire. But to-day many clients are enquiring for it in vain.

Perhaps the story of a Carmarthenshire reader will help to explain why this concern has suddenly ceased business.

Believing that he was dealing with an old-established firm, this reader sent consignments of eggs to the South Wales Supply Company which was very eager to have fifteen cases for disposal before prices fell.

In return he received a cheque for £10 10s., and was just thinking himself fortunate in having encountered so businesslike a company, when the cheque came back from the bank dishonoured.

Feeling that there must be some misunderstanding, he presented the cheque again, but it came back a second time, and now survives as his sole memento of his first and last transaction with the South Wales Supply Company.

He is now in a quandary because the present whereabouts of this concern are unknown.

All the correspondence and the worthless cheque were signed by a person called A H Barrett, who referred our Carmarthenshire reader to a reputable trading company in Cardiff for a reference.

But this company knows nothing whatever of Mr. Barrett or his precious South Wales Supply Company, and had no idea that its name was being misused in this way.

Many complaints are now arising among poultry farmers and others who have sent produce to the absconding concern, but, so far, all efforts to trace Mr. Barrett have failed.

Woman Pensioner—at 25!

MISS LILY AGNES MARSHALL, of Ophir Villa, Cranbrook, Kent, is a happy girl to-day; and who wouldn't be with £300 and a pension of 30s. a week for life?

JOHN BULL has awarded this prize to Miss Marshall for the only successful solution submitted in its Crossword Competition No. 193.

The winner—she is only twenty-five years old—found success with an entry that was only her second attempt in this competition.

Because she is so young she has decided that £300 and the pension will, with ordinary good luck, prove more profitable to her than the alternative prize of £800 in a lump sum, and we sincerely hope she will be drawing the pension for many years to come.

She has no immediate plans for utilising the money she has won; she has decided to carry on with her job. However, there is somebody else to be considered—Mr. George Maurice Smith, her fiancé, a motor engineer at Cranbrook, and maybe a wedding looms nearer now than they originally foresaw! And Miss Marshall admits that the prize will certainly help greatly in making provision for the home that is to be.

Is Miss Marshall's competition skill in her blood? It would appear to be so, since her father is a prize parent! For twenty years he has been interested in newspaper competitions. His first success came nineteen years ago, and he has won over 680 prizes in all. In JOHN BULL alone his successes number nearly 150.

He competed in the crossword competition in which his daughter won her pension, but—youth will be served! Nevertheless, he wasn't far behind her, for he shares in the second prize of £200 with thirteen other entrants, and also gets a gift hamper.

"I am proud to be the first woman to win a JOHN BULL pension," says Miss Marshall, "and I thank you most gratefully for your promptitude in notifying me of my success. You may be assured that I shall continue to enter your competitions with more enthusiasm than ever."

Another Life Pension of 30s. weekly and £300 cash is waiting to be won on page 36—and other substantial awards as well. Try your hand at solving our entertaining Crossword puzzle this evening!

FOR SMALL TRADERS, SHOPKEEPERS.

MAKE MONEY.
COCHRANE & SONS help you to make money. Turkish Towels, 3/11 per doz. Ladies' Art. Silk Hose. 8/11 doz. Genuine Tremola Shirts, 2 Collars, 3/11 each. Hdkfs. Ladies' 7d. doz., Gent's 1/2 doz. Ladies' Overalls, 7/6 doz. Hundreds of Bargains in our Warehouse Wholesale only. Quarter dozens supplied. Come and see us or write for Catalogue, post free.—COCHRANE & SONS, 1, THOMAS STREET, MANCHESTER.

FREE ILLUSTRATED LIST for dealers and Beginners for keen lines in Drapery, Hosiery, Haberdashery (wholesale only).—LEVY BROS., Dept. A, 3) Houndsditch, LONDON, E.C.3.

PROFITABLE GOODS TO SELL in your spare time, every kind; good profits; 192-page Catalogue free. MAY (153), George St., Birmingham.

MAKE MONEY by selling our Ladies' Lovely Necklets, etc., inexpensive; wonderful value; good profits; partics. free.—ORIENTAL NECKLET CO., 66, King Street, Huddersfield.

A BUSINESS of Your Own. Sell Hosiery, Drapery, etc. 50% profit; no risk. Catlg. Free.—London Textiles, Ltd., Broadway Chams., W.6.

AGENCIES, CLUBS.

TURN YOUR SPARE TIME
INTO CASH!

A Genuine Offer to
John Bull Readers.

There's extra money waiting for you through Messrs. Freeman's celebrated Spare Time Agency. Cash or credit trade in Boots, Gent's and Ladies' Clothing, Suits, Coats, Costumes and Underwear, Carpets, Lino, Drapery, Gramophones, Bicycles, Jewellery, Watches, Clocks, China, Toys, Baby Cars, etc. Largest stock in the Trade. Men in regular employment appointed agents on most generous terms. Absolutely no outlay. Liberal supply of samples and illustrated Catalogues.

Write NOW for particulars,
mentioning *John Bull.*
FREEMANS,
Lavender Hill, London.

EARN £2 to £5 weekly. Run Clothing Club amongst friends. No outlay. Partics. and Cat. free.—Carlisle Mills (Dept. 11), Birstall, Leeds.

A BUSINESS OF YOUR OWN! WANTED BY JOHN NOBLE, LTD., ORGANISERS OF WEEKLY CLUBS. The Ideal Club Leads for Value! Big commission; little trouble; no expense. Super bargains in Fashions, Footwear, Furniture, Bedding, Outfitting, etc. Over 60 years' reputation for value and Service. Thousands of enthusiastic organisers! Send p.c. Now for 384-page wonder Catalogue and particulars. — JOHN NOBLE, LTD. (Dept. A.7), MANCHESTER.

TEA AGENTS WANTED. Earn £2-£5 per week. Write to-day for particulars.—CURRIE, 25, Monument Street, LONDON, E.C.3.

30/- BONUS and Commission paid on 20 weeks Club. You can earn bigger money by becoming a "BRITANNIC" Agent for 1/- weekly clubs. Commission paid weekly. Send p.c. for catalogue 208 pages, Bedding, Furniture, Footwear, Drapery, etc.—Britannic Household Supply Co., Ltd. (Dept. 90), Cheetwood Rd., Manchester.

A STEADY income assured. Sell Empire Teas. Unique offer.—Write, Sealon Tea Co. 71, Milton Street, London, E.C.2.

WONDERFUL OPPORTUNITY for Agents and House-to-House Canvassers (either sex), weekly repeats certain. Send 3d. for sample and particulars.—Hall Co., Kingswood, Bristol.

YOUR BEST NEW YEAR RESOLUTION.—EARN £7 TO £10 A WEEK. Become a Club Agent for the best House in the Kingdom. Fearless of to-morrow—independent to-day—YOUR OWN MASTER. The Club System is the modern method of trading and saving. No colossal shop rents—no intermediary profits. —Apply now for our new Catalogue and our profitable terms of Agency appointments FREE and POST FREE. LONDON WHOLESALE SUPPLY ASSOC., LTD. (Dept. 52), 16-17, Old Bailey, London, E.C.4.

EMPLOYMENT.

MOTOR DRIVERS — COMMERCIAL and PRIVATE positions. The finest PRACTICAL training to standard R.A.C. Certificate at the lowest inclusive fee. Day or evening FREE employment Dept. Call (9-7) or write, THE BRITISH SCHOOL OF MOTORING, 5, COVENTRY ST., PICCADILLY CIRCUS, W. (Corner Rupert St., next Lyons' Corner House).

POLICE.—For details of openings, pay and promotion in all Town and Country Forces (ages 19-27; height over 5 ft. 9 in.), write for Free Police Handbook to B.T.I., 29B, Oxford St., W.1.

A PAYING Profession—Become a Certificated Chiropodist.—Write partics. Home Study Course, 3, School of Surgical Chiropody, Leatherhead.

IMMEDIATE EMPLOYMENT offered in the Army to men between 18 and 25. Good pay. Free food, clothing, housing. Plenty of sport. Holidays on full pay. — Apply any Recruiting Office or Drill Hall.

SMALL ADS. WORTH WATCHING

Prepaid Rate: 10s. per line averaging six words, Minimum Charge 30s.
Advertisements must be received not later than noon on Friday for the following Thursday's issue.
Address: The Advert. Manager, "John Bull," 57-59, Long Acre, London, W.C.2.

TRADESMEN WANTED (Engineering, Woodwork, Leatherwork, etc.) to become Handicraft Instructors in Schools. Secure and congenial work with excellent pay and prospects.—Full details of Entrance Exams., salaries, etc., from B.I.E.T. (Dept. 752), 29, Oxford Street, W.1.

CIVIL SERVICE.—For details of openings, age limits, salaries, entrance Exams., etc., for all branches of the Service (either sex—aged 15 upwards), write for free Handbook to B.T.I. (Dept. 311), 29, Oxford Street, W.1.

G.P.O. ENGINEERING DEPT. (No experience required). Commence over £4 per week. Ages 17-23. Excellent prospects. Free details of entrance Exam. from B.I.E.T., 29K, Oxford St., W.1.

80 VACANCIES OCCUR for men aged 19-21 as Customs and Excise Officers. Commencing pay £3 8s., rising to £10 18s. per week. No experience required. Entrance Examination March 21. Candidates should apply immediately for details to B.T.I., Dept. 212, 29, Oxford Street, W.1.

A FREE COPY of Mr. Bennett's special book, "The Human Machine and Secrets of Success," will be sent to readers of *John Bull* who fill in the coupon in the BENNETT COLLEGE advt. on p. 14. Be sure to read Mr. Bennett's message and advice on how to study at home. If you do not see your own requirements in the list of subjects given in the advt., write to Dept. 31, Bennett College, Ltd., Sheffield.

A1 NOVELTIES for Dances, Hats, Balloons, Mickey Mouse Novs., Mus. Inst., etc.—List J.B. 1377 free.—Dudleys, 451, Holloway Road, N.7.

WOOL Sale. Knitt. 1d. oz., Silky, 1½d., Sports, 1½d., Fing. 1½d., Crochet 2½d. Blk. 6-ply Rug 8d. lb. Turkish Colours, 1/6½. Guide & samps. free. Newcastle Wool Co. (Dpt. 71), N'castle-on-Tyne.

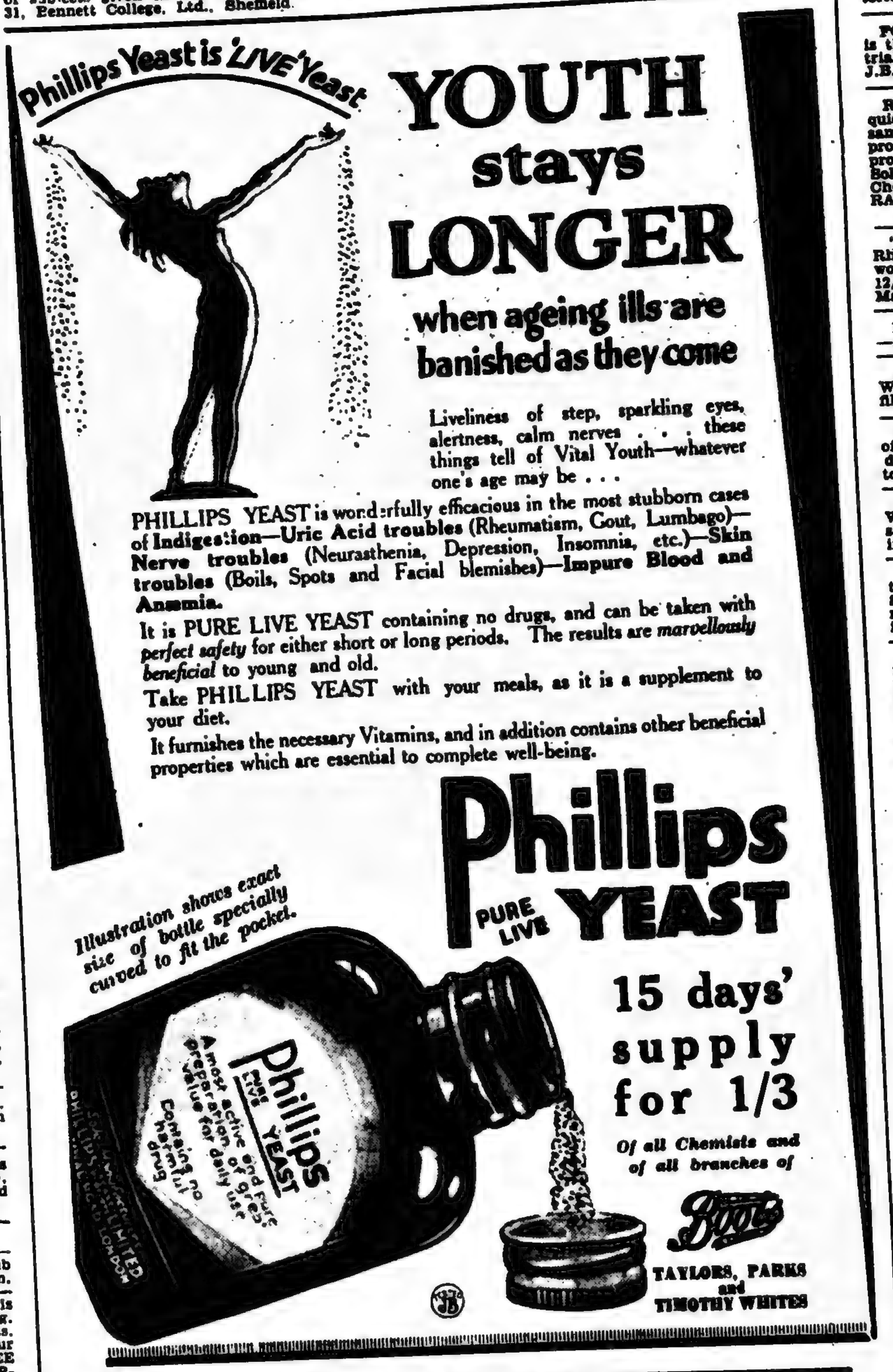
"CARNIVAL" Hats, Novelties, Balloons, Decorations and Wigs. Cat. J.B. free.—Becks British Carnival Novelties, Cross St., Ldn., N.1.

MEN'S DRESS SHOE BARGAIN.—A shoe recommended by a Gold Medal Dance Professional is advertised by Messrs. E. Duncan and Sons, Ltd., in *John Bull's* "Shop Window," p. 2.

DANCE NOVELTIES & ADVERT. BALLOONS LIST FREE. (DEPT. 46), NOVELTY SUPPLY STORES, 228, MILE END ROAD, LONDON.

GARDENING.

DOBBIE'S 1933 Catalogue and Gardening Guide, 152 pages, 251 illustrations. Free to all readers if this paper is mentioned.—Dobbie & Co., Ltd., The King's Seedsmen, Edinburgh.


Phillips Yeast is 'LIVE' Yeast
YOUTH
stays
LONGER
when ageing ills are
banished as they come
Phillips
PURE LIVE YEAST
15 days'
supply
for 1/3
Illustration shows exact size of bottle specially curved to fit the pocket.
Phillips
LIVE YEAST
A most active and pure preparation of great value for daily use
Contains no harmful drug
PHILLIPS YEAST LIMITED LONDON
Boots

Liveliness of step, sparkling eyes, alertness, calm nerves . . . these things tell of Vital Youth—whatever one's age may be . . .

PHILLIPS YEAST is wonderfully efficacious in the most stubborn cases of **Indigestion—Uric Acid troubles** (Rheumatism, Gout, Lumbago)—**Nerve troubles** (Neurasthenia, Depression, Insomnia, etc.)—**Skin troubles** (Boils, Spots and Facial blemishes)—**Impure Blood and Anæmia.**

It is PURE LIVE YEAST containing no drugs, and can be taken with *perfect safety* for either short or long periods. The results are *marvellously beneficial* to young and old.

Take PHILLIPS YEAST with your meals, as it is a supplement to your diet.

It furnishes the necessary Vitamins, and in addition contains other beneficial properties which are essential to complete well-being.

Of all Chemists and of all branches of Boots
TAYLORS, PARKS
and
TIMOTHY WHITES

BUSINESS SERVICES, ETC.

MAIL ORDER TRADERS. Advertisements inserted in 50 Provincial newspapers or London Suburban, 7/10. Welsh 3/8. Large or small Mail Order Campaigns. Advice free. Write for Prospectus 60, Buttolph & Dickson, 323, High Holborn, London, W.C.1 (Chancery 8113.)

PRINTING.—Lowest prices. 10,000 Handbills, 2/6 1,000. Memos, Billheads, Catlgs., Dup. books, etc. Samples 2d.—Meads, Room 60, Sandy.

FREE.—New list of printing for Dances, Whist Drives, Socials, etc. — Write, Stafford & Co., Ltd., Netherfield, Nottingham.

BARGAIN SALES.

CARNIVAL, Dance and Party Novelties, Balloons. Send for free bargain list. "UNEEDUS," 70/72, Arundel Street, PORTSMOUTH.

WALLPAPER DIRECT from 2½d. per roll. Send for patterns, post free. — West Riding WALLPAPER CO., 52, TRINITY ST., LEEDS.

DRESS.

KNITTED DRESSES AT FACTORY PRICES. CHEAPER THAN JANUARY "SALE" PRICES. LADIES' WOOLLEN DRESSES AT 8/11. Young Girls' Dresses, Breechette and Jersey Suits for Kiddies, all sizes and most fashionable shades. HAND KNITTING WOOLS, Super Quality, all shades, at 3/6 per ½-lb. ELEPHANT CREPE, the new fashionable dress material, 36 in. wide, at 2/11 per yard, and also MAROCAIN at 2/8 per yard. Send p.c. and ask for No. 8 Free Illustrated Catalogue with samples.—"BRITISH-WEAR," FURNACE STREET MILL, DUKINFIELD, CHESHIRE.

BABY'S BEAUTIFUL LONG CLOTHES. 30/-. 75 Home-made garments. Worth £5. Handsome Shawl, Robes, Day Gowns, Flannels, Terry Napkins, Vests, Barras, Warm Nighties, Wool Coats, etc., etc. Everything complete and ready for use. Purchasers state "That materials alone would cost them more." Expectant Mothers, send 2/- for parcel on appro. (Bal. cash or terms).—Mrs. J. HOWARD, 66, DOVER RD., PORTSMOUTH.

PRESERVE YOUR HEALTH AND FITNESS by wearing a "Spencer" Supporting Corset.—Write Spencer Corsets, Ltd., Banbury, Oxon, for further partics. See advt. on p. 26.

WIRELESS & MUSICAL.

GRAMOPHONES & Radiograms. How to make cheaply. Motors 7/8, Kits, parts, Repairs. 64-pp. ill. Drawings 3d. Regentbull, 120, Old St., Ldn., EC1.

A CRANE PIANO for 12/6 down. See p. 23. Free Cat. No. 240 brings full partics.

MARKETING BY POST.

TEA.—BUY DIRECT. Indian and Ceylon, Blended, 4 lb. 4/4, 10 lb. 10/-, Carr. pd. Special quotation for large quantities, and packet teas. —Portway Tea Co., 72, Portway, London, E.15.

MEDICAL, CURATIVE

WORMS CURED.—Artico Brand Worm Tablets are a specialist's Positive and Permanent cure. They cure most violent cases by calmly removing the very cause of the worm's existence. No fasting, dieting, no interference with daily habits. Send 1/6 for generous supply, or 1½d. stamp for Free Pamphlet.—Ridyard Tablet Co., 34-38, Codnor, Derby.

HOW TO STOP SMOKING.—Genuine Remedy, proved by testimonials. — Write, the Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

BLADDER WEAKNESS, Kidney Trouble, etc., cured by Parker's Fluid Remedy, 1/3, 3/-, Boots, etc., or Parker's Remedy, Ltd., Liverpool. Spl. 2d.

PILES relieved instantly by the wonderful Hemosol Treatment. No ointment, medicine nor appliance. Send 1½d. stamp for Free booklet on this remarkable discovery.—Hemosol Laboratories, 1, Ramsden Road, London, S.W.12.

FOR the too active brain "Allenbury's" Diet is the best night-cap. Send 3d. stamps for ¼-lb. trial sample.—Allen & Hanbury's, Ltd. (Dept. J.B.3), 37, Lombard Street, London, E.C.3.

RANKIN'S HEAD OINTMENT is a sure and quick way of banishing all head pests. At the same time it adds lustre to the hair and improves its growth. Thousands of families have proved its effectiveness during the past 50 years. Sold in boxes, 4d. and 8d., from all good Chemists, or by post, 5½d. and 9½d. RANKIN & CO., DEPT. "G.," KILMARNOCK, SCOTLAND.

"DR. G.'S RHEUMATIC CURE" relieves Rheumatism, Rheumatoid Arthritis, Neuritis. A wonderful new remedy by a famous doctor. 3/-, 12/-, post free.—T. Griffith Hughes, M.P.S., Manufacturing Chemist, Deiniolen, N. Wales.

NAIL-BITING CURED (Adults and Children). —A Free Explanatory Booklet is offered on p. 3.

A GENEROUS FREE SAMPLE of WOODWARD'S GRIPE WATER will be sent to readers filling in the coupon on p. 24.

DON'T overlook the advt. on p. 33. A sample of "ELASTO" for bad legs and circulatory diseases, together with free booklet, are offered to sufferers. Simply fill in the coupon.

A FREE COPY of a book entitled "The Most Wonderful Substance in our World" will be sent to readers who fill in the coupon appearing in the Phyllosan advt. on p. 25.

SAMPLES of "Zeekol" Ointment and Pills, together with samples of "Zeekol" Medicated Soap and "Doge" Face Cream, will be sent on receipt of the coupons (plus postage) appearing in the advt. on the Back Cover.

FREE. On p. 29 Heath & Heather offer a free copy of their 156 p. Book of Herbs to every reader. Send for a copy of this famous book by simply filling in the coupon in the advt.

RHEUMATIC SUFFERERS can obtain a free sample of Urace by writing to the Urace Laboratories (Dept. 53), 33, Banner Street, London, E.C.1. See p. 30.

SUFFERERS FROM CATARRH can obtain a free sample of "Nostroline." Simply write J.20, Clifton, Bristol. See offer on p. 32.

FREE TO RHEUMATIC SUFFERERS.—A special booklet post free from Geo. Eade, Ltd., Dept. 18K, 232, Goswell Road, E.C.1. See offer on p. 28.

WANTED TO PURCHASE.

BEST PRICES paid for Jewellery, Diamonds, Platinum, Old Gold and Silver, Antiques, Dental Plates (not Vulcanite). Valuable property, etc. Nothing too large nor too small. Cash per return. Bentley & Co., 7a, New Bond St., London, W.1.

MISCELLANEOUS

ANY kind old Gold, Jewellery, Sovereigns, Diamonds, Old False Teeth, Platinum Scrap bought. Highest cash per return.—Bell's, Headrow, Leeds.

DUKE'S JELLIED ALMONDS.
You can't stop eating them.
All Sweet Shops.

RATS AND MICE CANNOT RESIST RODINE. THE FASCINATING AND FATAL RAT EXTERMINATOR. THEY EAT IT GREEDILY. DIE INSTANTLY. 7½d. & 1/3. ALL CHEMISTS OR RODINE WORKS, PERTH. (POST 3d. EXTRA.)

INVENTOR'S POCKET-BOOK. How to patent. Sell your ideas. Expert advice. COPIES FREE. —E. C. Axe, 27, Chancery Lane, London, W.C.

START A MAIL ORDER BUSINESS in your own home. Commence small, grow big. Expenses low, profits high. Either sex, anywhere, can commence in this lucrative, fascinating business. A free folder, "How to Start a Mail Order Business," fully describes the Hand system of mail order selling, and a copy will be sent post free and without obligation if you write to Chas. Hand, Oakley House, Bloomsbury Street, W.C.1. Mention *John Bull* and enclose 1½d. stamp.

FREE SAMPLE OFFER.—A large tin of Fry's Malted Milk Cocoa with Eggs is offered on p. 29. Fill in coupon and PIN a 1½d. stamp.

A FREE PACKAGE of "New Veet" is offered in the advt. on p. 32. Send 3d. in stamps to Dae Health Laboratories, Ltd., Dept. 32H, Cunard Road, Chase Estate, London, N.W.10.

A FREE de luxe Beauty Outfit of Tokalon Preparations is offered in the advt. on p. 30.

ALL FOR 6d. POST FREE. A "Shavex" outfit, consisting of 10 days' supply of Shavex, new Patent Razor and 1 Shavex Blade. This offer appears on the Back Cover.

Weekly Informations
from SIR
WYNDHAM CHILDS

Cure-All Quack's DISGRACEFUL BLUNDER

"If there is anything I can do,
Let me do it now,
For I may not pass your way again"
—says Alexandre Hendrickx

I WISH, as a New Year gesture, that some well-intentioned Members of Parliament would co-operate with me in endeavouring to check the activities of unqualified medical "specialists."

As most people know, all qualified medical practitioners have to conform to most rigid rules and regulations in following their difficult and humane profession. But any quack may treat sufferers with impunity so long as he refrains from describing himself as a "doctor" or from pretending to hold recognised degrees.

Apart from the grave danger to misguided patients who may fall into their hands it is a grievous thing that such men should be able to compete with skilled medical men whose training has been costly and prolonged.

My attention has just been called to the activities of a self-styled "specialist" who presides over a "Nature cure" institution at 109, Camden Road, London, N. And his case furnishes a very forceful illustration of the scandal to which I refer.

String of letters

Unlike orthodox medical men, he can advertise widely for patients both in the Press and in well-displayed circulars. And he certainly shows no modesty in making the most of this advantage.

He is Alexandre Hendrickx, and the string of letters which he affects after his name would lead the uninitiated to suppose that he possesses innumerable degrees. They include F.B.C.S., D.P.C., M.S.P. and D.C.

In his pamphlets he is described at length as Faculty Member of the British College of Chiropractic; Diplomate in Chiropractic, Medical Electricity, Massage, and Gymnastics; Member of the London College of Physiology; Member of the International Society of Philology, Science and Arts and President and Founder of the North London Health Circle.

"Why be an incurable?" he asks. "If there is anything I can do, let me do it now, for I may not pass your way again."

And people who are not interested in his pamphlets are asked to pass them on to some other sufferer.

These pamphlets, I find, are full of sanctimonious expressions and professions of interest in the welfare of "thousands of sufferers who ought to be well and happy, active and earning good wages, or enjoying the pleasures of healthy lives."

Interspersed between his own view on health are veiled attacks on genuine medical practitioners, whom he clearly holds in great contempt.

Who's the quack?

Medical science, he declares, has ignored Nature and the laws of Nature, and many incurables have tried to regain health by medicine and surgery, which have failed them.

Medical men should study and teach health instead of germs and disease, he declares, and then there would be no need for quacks and patent medicines.

From this we are surely entitled to judge that Mr. Hendrickx does not consider his own activities as quackery.

Yet I repeat that, under proper legislation, such a man would be debarred from treating disease or, at least, compelled to conform to some code equally as rigid as that demanded among fully qualified medical men.

His literature repeatedly suggests that he is specially interested in "incurable" cases and unblushingly asserts that he has a remedy. Even cancer and tuberculosis are among the afflictions he treats.

And he claims to have obtained remarkable results in cases of asthma, rheumatoid arthritis, glandular trouble, heart trouble, deformities, women's diseases, neuritis and chest complaints.

Many of his patients are women, and a testimonial from one occupies two closely printed pages. One extract will serve to show the eulogy bestowed upon Mr. Hendrickx.

"Only a woman knows the feeling of discomfort of being examined in a hospital by doctors and students," it runs. "But Mr. Hendrickx examined me without any discomfort, by my eyes, spine, acid test, and superficially."

Of course, it is not all philanthropy with Mr. Hendrickx.

One man, suffering from indigestion, called upon this "specialist" a few days ago, to ask his advice, and was at once assured that Mr. Hendrickx would be willing to examine for two guineas.

It was also intimated that twelve treatments would be prescribed at about the same cost for each.

When the patient showed some hesitation, he was told that treatment and fees could be "arranged" to suit his purse.

In any case, it will be seen that this man's treatment is not cheap, and if he asks these fees for a simple case of indigestion it would be interesting to know what he expects to receive for his alleged services in more serious cases.

In spite of his boasted successes in "incurable" cases, there is one which I fancy he would prefer to leave unchronicled.

For I find that his name was recently frequently mentioned at the inquest on a woman who died in Standborough Park Sanatorium, Watford.

The woman was a Mrs. Eleanor Bartels, of North London, who developed pains some time ago which she attributed to rheumatism.

As she had received some of Hendrickx's literature, she ignored her husband's earnest request that she should consult a doctor, and chose to see this unorthodox "specialist" instead.

Hendrickx examined her and declared her to be suffering from congestion of the larynx. A course of treatment, including immersion in baths and fasting, was then prescribed.

When a real doctor examined her she was found to be suffering from dropsy of the leg, with advanced symptoms of internal cancer.

The jury's views of the Hendrickx treatment may be gathered from the fact that it added a rider to the effect that a doctor should have been called in the first place.

I do not think I need say any more about that.

Meaningless degrees

Who is Mr. Hendrickx? And what of his supposed qualifications for practising as a miracle man of healing?

In the first place he is an alien, and why he should choose to practise his healing powers in this country, rather than in his native Belgium, is best known to himself.

As for the degrees which give him such imposing status in the eyes of the ignorant, these are quite worthless.

The London College of Physiology has been criticised in these columns in the past for furnishing eyesight quacks with degrees, while the North London Health Circle is his own organisation, which seeks to enrol members for a fee.

Its primary object is to teach principles of health on Nature's lines But with a quack like Hendrickx at its head the value of its teachings seems doubtful. I know my readers will share my view that legislation to stamp out charlatanism of this kind is badly wanted, and they can do their bit if they drop a line to their M.P. on the subject.

WRITE TO "JOHN BULL" ABOUT IT!

We want to help victims of fraud, injustice and neglect, but we can do so only if the sufferers bring their troubles to us. Our entire organisation is at our readers' disposal, so anyone who needs advice and help in a difficulty, can write to the Editor with every confidence that his or her particular case will receive immediate and sympathetic attention.

Good News *from* Long Acre

Her heart stood still

ONE recent Friday afternoon a widow sat alone in her little first floor flat at 6, Azalea Avenue, Sunderland. She was busy on *Bullets*, for which she has been making entries almost every week for years with little or no success.

The door-bell rang downstairs, a messenger handed in a telegram, and that little envelope made her heart stand still.

She feared that telegram was from Liverpool, bringing bad news of her aged mother. But it came from Long Acre, whence good news is flashed to some "Bulleteer" almost every Friday afternoon of the year.

Its opening words, "You have won—," made *Bullets* flash into her mind at once. And as she read on, trembling, she realised that here at last was the message for which she had been hoping and hoping and hoping.

For entering the ingenious *Bullet*, MISS 1933—"SERVANT" STOPPING YEAR, ANYHOW! she learnt her reward from JOHN BULL was to be the enormous prize of £2.000 and £25 each Christmas for life, or £2,250 cash.

Fate has been cruel to Mrs. Tindle, for within the last few years both her husband and son have been snatched away. But now, with her chosen prize of £2.250 to provide a new outlook on life, she is going to be happier than she has been for years.

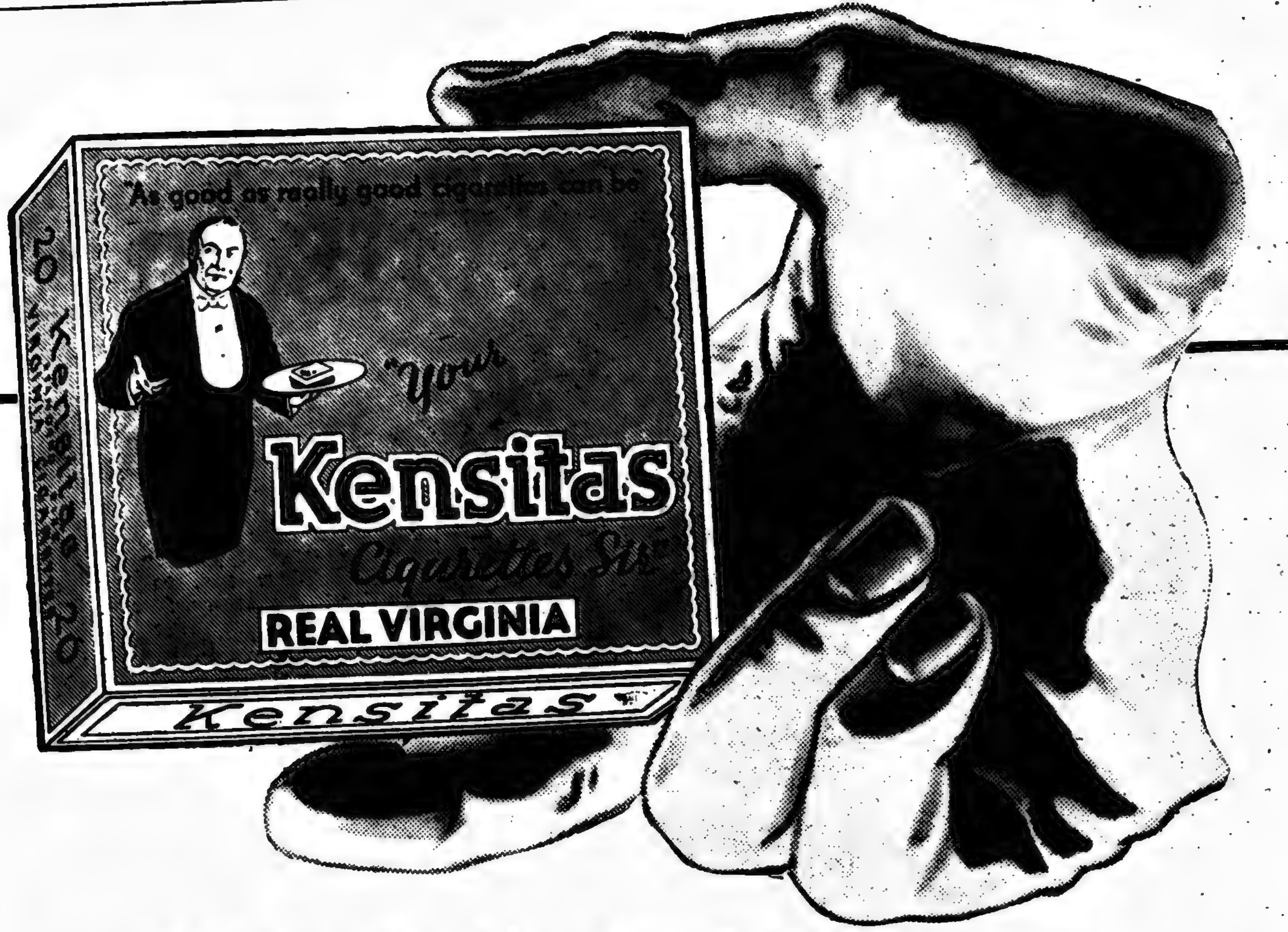
"The money will be well spent," she told our representative. "I've a daughter down at Egham whom I can help—and there's my mother to be looked after—and I've lots of friends to remember.

"But my best friend of all is JOHN BULL," she added. "I've believed in the paper for years—and now. . . ."

And now, echoing Mrs. Tindle's words, what are you going to make *Bullets* do for *you?*

Turn to page 39 and you will see an avalanche of 100 substantial cheques, all waiting to be won within the next few days. You will also find there an announcement of next week's Mighty 1933 Offer of £1,933 and £4 a week for life.

Yes, it is time you turned to *Bullets.*



An open letter to the Right Hon.
J. Ramsay MacDonald
P.C., M.P.

THE PRIME MINISTER

Sir:

You are hailed as one of our greatest Prime Ministers—you are leading the world to disarmament and peace. Under your guidance the Nation, united and strong, is going forward with renewed confidence . . . and because the advance of Empire is so closely linked to the progress of industry, I venture to call your attention to our great step forward—the Kensitas Greater Service Plan.

It breaks away from the tradition common among manufacturers of including cards and inserts of little or no value in packets of cigarettes. We, too, have in the past been at fault. But now, in place of these things, KENSITAS INCLUDE 5 CERTIFICATES — exchangeable for articles of the highest value and utility — wireless — gramophones — silverware — china and glass — sports equipment — toys — and a magnificent library of the world's finest books.

Kensitas use the very finest Virginia tobacco subjected to the Kensitas Private Process which removes certain impurities, and makes Kensitas mild and satisfying.

What Britain needs is greater value for every farthing spent. Now more than ever Kensitas fill that need with their Greater Service Plan. It is our contribution toward the courageous task which you, our Prime Minister, face on behalf of all Britons.

I am, Sir,

Your obedient servant,

Jenkyn

p.p. J. Wix & Sons, Ltd.

P.S. Kensitas are mild yet how they satisfy!

PLUNDER Made Easy

THERE is surely no greater manifestation of faith than that which moves hundreds of thousands of thrifty folk to renew their membership in slate and loan clubs.

The beginning of each year finds them unshaken by the tragedies of the share-out season, with its regular crop of defalcations, absconding secretaries and suicides.

They sign on cheerfully, and new members flock forward with an eagerness that is surprising when one remembers that these institutions are jestingly called "Diddlem" clubs.

But there is nothing to jest about in the figures revealed during the share-out season that has just closed. These figures show total losses to members of no less than £30,000—which is £10,000 above the average losses for past years.

Think of it! £30,000 accumulated by great effort and self-denial throughout the most difficult year since the war, and all lost to the thrifty souls who had hoped to have a little nest-egg with which to face the difficulties of 1933!

CONTRIBUTIONS
EITHER
CLASS
KEN BY
NY

The Secretary of the famous Tabernacle Slate Club supervises a giant share-out. If all clubs were so splendidly conducted as this one there would be no cause to cavil

Law doesn't care

Sixty-five cases of defalcation came to the notice of the police.

And losses are attributable, among other causes, to absconding secretaries and to members who default with loan repayments.

The former are usually severely dealt with in the criminal courts, but difficulty arises if a remedy is sought against defaulting members.

Though there are some 200,000 slate and loan clubs in this country, with a total turnover of £20,000,000 yearly, there is absolutely no law compelling their registration.

This may come as a shock to some people, but it is the bald truth.

Certain clubs are registered as Friendly Societies—but that is entirely their own affair. They choose to take this step for their own satisfaction; but no slate club need be registered or answerable to any authority, unless it runs schemes which fall within the scope of the National Health Insurance Acts.

Unless registered voluntarily under the Friendly Societies Act, the slate club is held to be illegal, and it follows that it could have no legal remedy against defaulting members.

This decision, given by Judge Rowlands when an action was brought in Clerkenwell County Court not long ago has since been confirmed by Mr. Registrar Friend.

At least two Bills, framed to provide proper control of these slate clubs, now lie pigeon-holed in the House of Commons.

Suicide spate

And because of the Government's apathy, the problem seems in danger of being shelved indefinitely, in spite of the fact that people like Mr. George Lansbury (the leader of the Opposition in the House of Commons), Mr. Frank Bryant, M.P., and Mr. D. G. Somerville, M.P., have striven hard to induce Parliament to act.

The need for such action was never more pressing than it is to-day, for apart from the huge increase in slate club losses, there have been innumerable instances of tragedy and hardship.

Eleven suicides have recently been recorded, while some dozens of defaulting secretaries have had to appear before a magistrate.

At an inquest on a Bexley Heath woman, it was disclosed that funds were missing from a slate club of which she had been the sole responsible official. And a Brixton man took his life because of a similar shortage in the funds of a thrift club of which he was secretary.

Commenting on this case, Dr. Edwin Smith, the South London Coroner, urged the need for supervision of the administration of all such societies.

A woman licensee of a Lambeth public-house is at this moment serving a sentence of ten months' imprisonment for defalcations amounting to £700. And members of a Plymouth Slate Club have received a nasty shock, for £200 was stolen and the fund had to be made good by public subscription.

Mismanaged clubs

In another instance a slate club secretary disappeared after cashing the share-out cheque. He was accompanied to the bank by a trustee, but contrived to give this official the slip afterwards. He is still missing.

An examination of the accounts of some organisations confirms how desirable it is that all slate clubs should be brought under adequate control.

One statement, now before us, shows that little more than a third of the cash paid in during last year has been disbursed to members. The balance rests in the sole care of one man, who is answerable to no authority.

Hundreds of clubs are hopelessly mismanaged, and their destinies are guided, as often as not, by one individual who may or may not be qualified for the responsibility.

£8,000 haul

A man who ran several clubs in the East End of London finished up by absconding to Paris. In one of his ventures alone the members lost £8,000!

Many cases are known where the funds are not even banked by the treasurer, but stored away in his home with no more protection than an old box.

Often there are no proper accounts, and the audits, if any, are usually carried out by amateurs who may be well-meaning enough, but lack the training necessary to prepare proper balance-sheets or draw up adequate statements of affairs.

Of course, hundreds of clubs are well conducted in every way, but the absence of any legal obligation on the part of organisers leaves too many loopholes for dishonesty and places too much temptation in the way of officials.

Lately an Incorporated Sla
Loan Clubs Protection Asso
been formed, which issues a
to qualified treasurers, t
complete security.

Laudable as this is, it is no
Parliament must realise the ne
action—and act before another crop o
tragedies is reaped by the thrifty poor,
the people least of all deserving of bearing such loss and hardship.

Homely Wisdom—by Canon R. J. Campbell, D.D.

The Lesson of Life

THERE are times in every life when we feel compelled to pause and take stock of ourselves and what we have learned with the swift passing of years. I have just seen it remarked that young people are less given to this exercise than their elders, but I am not so sure about that; it all depends upon the way life has treated them.

E. F. Benson says, for instance, that some of the young fellows whom he knew when the war ended fourteen years ago came back home as thoroughly disillusioned with life as it was possible for any old man to be; and he gives a vivid description of one night when a small group of them in his own house suddenly broke through their reserve and burst out into bitter mockery of the congratulations they received for their heroism and the salvation they had won for their country.

"Oh, ain't we lucky!" they jeered, as they pretended to dance with enjoyment while one of their number played some sort of a jangling musical accompaniment to their gambols. It was the first sign of resentment they had shown at the ugly tricks fate had played with them.

They had given their best years in response to the call of patriotism and been rewarded by seeing others take their jobs while they—maimed, shell-shocked, or otherwise incapacitated after four years of hell upon earth—were facing a dreary prospect of penury and compulsory idleness. No wonder they felt cheated of their birthright of youthful vigour and delight in life.

But there is another side to all this. Someone writes to tell me this week that, having now reached middle life, he is able to take a calmer retrospect upon what he has lived through than he could have done twenty years ago.

He sees that the worst of his troubles and disappointments have been due to his own defects of character and not to his circumstances or to other people's treatment of him; and this observation applies, not only to opportunities that he has mismanaged, but to evils over which he has had no control.

Does this seem a strange thing to say? Perhaps someone else will be writing to tell me that it is a stupid admission to make in view of the number of totally undeserved calamities that fall upon the best of men and women; but I fully agree with it.

This man is thoroughly honest with himself, and he perceives that it is his own reaction to the events of life that determines their quality for him. They will make him better or worse, stronger or weaker, a helper or hinderer of his kind, exactly in proportion as he rises to their challenge or sinks before it.

What would crush one man, or turn him into a hater of everybody and everything, will bring out all that is finest and most lovable in another.

Nor is there any wiser or truer saying than is also contained in the above-mentioned confession, that if we did get all that we want in life we should seldom be the happier for it.

For it is less what life brings to us than what we bring to life that fills our days with gladness that cannot die.

Half-Crown HUMBUGS

SOME people have no fear of taxing the credulity of the public.

Take, for instance, the offer now being made by a firm of general merchants known as Kent and Co., of Sceptre House, Regent Street, London W.1.

Apparently this firm's business is so flourishing that it cannot address its own envelopes.

And instead of entrusting its surpl
clerical work to one of the many I
agencies which undertake suc
has decided to farm out
addressing to people in scat
of the country.

"The work we put in your way," the company's circular states, "is interesting and an honest spare-time employment."

It is even said that the terms offered by Kent and Co. cannot be compare
with any other form of so-called
munerative homework employ

And much stress is laid on the
that no expenses for postage fall upon the employees.

So confident is the company that i
is prepared to pay £25 to any cha
should workers fail to earn after foll
ing its instructions!

And all this in order to get
velopes addressed!

One reader, who writes fro
wall, has been told that he ca
upwards of £5 a week by d
work at home for Kent a
that the benefit of the fir
will be at his disposal.

It is even suggested t
worker may one day be
business of his own, in which
"practical advice" will be given.

But for its services in supplying th
spare time work it requests a remittanc
of 2s. 6d. in advance.

Our Cornish reader is not biting! A
we trust no one else will!

JOHN BULL'S *Sensational* Disclo

Great WAR PICTUR

WHAT is the mystery behind the refusal of the Government to acquire for the nation the remarkable series of photographs, purporting to be of air fighting over the Western Front during the Great War, which have recently been published in illustrated journals in this country, as well as on the Continent and in America?

Why is it that neither the Imperial War Museum nor the Air Ministry has acquired these astonishing pictures if their authenticity is established beyond question?

Some of them vividly depict battle planes in actual combat, and it is a mystery how they could ever have been taken. Certainly nothing like them has ever been seen before, not even in the vast collection owned by the Imperial War Museum. In fact, *the Museum does not possess one single photograph of fighting machines in action with the enemy during the war.*

No wonder, then, that the Museum was keenly interested immediately the publication of these extraordi- series of pictures, known as ockburn-Lange collection, was ht to its notice.

Mystery pilot

e the first of these pic- published in this country, months ago, they have been the subject of talk and controversy amongst R.A.F. officers, air pilots and other experts, and all who have seen them.

They were brought to this country from America, *via* France, by a woman named Mrs. Cockburn-Lange. She explained that they were en by her *first* husband, a fighting pilot in the Royal Flying Corps, who was killed in 1918

Naturally, questions were immediately asked about them.

Who was the wonderful pilot who, possessing both flying and photographic skill to a remarkable degree, took them?

How and why had their existence been kept a close secret, not only for the fourteen years since the Armistice, but during the later stages of the war, when they were supposed to have been taken by an officer who, under service conditions, was forced to live a communal life with scores his brother officers and others d him?

ockburn-Lange's reply to estion, when it was put to her, was a refusal to disclose the name of her first husband. She volunteered the information that he was killed a short time before the Armistice.

"A sacred trust"

excused her refusal to give further details by stating that the photographs were taken by her husband with the knowledge of his squadron commander; that this officer is still serving in the R.A.F., and, as there were stringent regulations during the war against the cameras other than for official es, this officer, if identified, be proceeded against by dis- ry action and his career

burn-Lange's answer to question was that ever r the photographs had a sacred trust, and that she had no intention of ever having them published until she was persuaded to allow one or two of them to appear in an American journal owned by friends of hers.

We shall deal in more detail later with her statements in answer to the above questions. We shall show also that, if the photographs are genuine, the officer who took them was such a prince of fighting pilots that the best of our air V.C.s could not hold a candle to him; that for flying skill and physical endurance the longest serving wartime pilot was a raw recruit compared to him.

The whole country would rush to honour such a man, even posthumously, if his identity were known.

Sir Philip Sassoon, Under-Secretary of State for Air

Ministry's offer

But the plain truth is that the best efforts of the Air Ministry and all other enquirers, exploiting very special sources of investigation, have failed to elicit the name of this dead officer or his squadron.

The Ministry, in its anxiety to secure proof of the genuineness of the photographs, has handsomely met Mrs. Cockburn-Lange's chief objection to revealing her first husband's name.

It has indemnified her, in writing, against any action being taken against her late husband's squadron leader. To this letter we understand that Mrs. Cockburn-Lange has made no reply.

John Bull is able to disclose that the Government departments concerned, following on consultation with their flying and photographic experts, and the refusal of Mrs. Cockburn-Lange to reply to their very natural desire for direct proof, are not satisfied as to the genuineness of the photographs. Any question of purchasing this collection for the nation is, meantime, at an end.

John Bull, in fact, has addressed the following pertinent questions to the Air Ministry. Here are the questions and the replies received:

Has any investigation been carried out by the Department to ascertain whether the diary and photographs known as the Cockburn-Lange collection are genuine or not?—Certain investigations have been carried out.

Was Mrs. Cockburn-Lange given any guarantee against anyone who is now serving in the R.A.F., or who has previously served, being proceeded against or adversely affected in the event of her disclosure of the authorship of the photographs? — A very definite guarantee was drafted and conveyed to her. The result, at present, is nil.

Is the Department now in a position to make any statement as to genuineness of the photographs?—The position is as stated by the Under-Secretary of State for Air, in the House of Commons on November 30, 1932. (Sir Philip Sassoon, arising out of questions put by Lord Apsley, a well-known owner-pilot, said he would not like to say that the photographs were genuine.) The Department wishes to add that it takes no responsibility for the publication of these photographs, nor is it associated with them in any way.

Still unsolved

Now, with the closing of the official door, the matter should not be allowed to rest there. The origin of these photographs, the history of their publication, and even the identity and movements of Mrs. Cockburn-Lange herself, are so enshrouded in mystery that it is desirable that these questions be cleared up.

John Bull is as anxious as anyone to secure proof that these remarkable photographs are genuine and, if so, to join in the belated recognition of an officer whose deeds can only add lustre to the annals of the Royal Flying Corps.

That is why, in describing the strange history of these photographs and revealing some of the chief expert criticisms against them, we do so in the hope that Mrs. Cockburn-Lange will disclose the name of the dead husband she claims as having been responsible for them, so that he may be given his rightful place in the gallery of the wonder men of the war.

The first of the pictures, numbering about sixty in all, appeared in a small American periodical about the middle of last year, *The Sportsman Pilot*, which is run by a group of amateur air pilots.

Mrs. Cockburn-Lange has stated that one of them, a friend of hers, was aware of the existence of the collection, and begged a few of the pictures for reproduction, "just to help the paper along."

Widely published

Later some of them appeared in a small French journal, *L'Histoire Aeronautique*, the editors of which had apparently seen a copy of the American paper, and asked for reproduction rights.

This French periodical is owned by the proprietors of *L'Illustration*, the prominent French picture paper, which in turn published a series of the pictures. Simultaneously with the opening of the negotiations for their reproduction in *L'Illustration*, Mrs. Cockburn-Lange arrived in Paris.

Then an English illustrated paper began to make enquiries, and Mrs. Cockburn-Lange came to London.

She arrived with a bundle of contact prints—prints taken in direct contact with the negatives—and with a typewritten copy of what she stated was her dead husband's diary, from which, however, all dates, place names and most of the proper names were deleted.

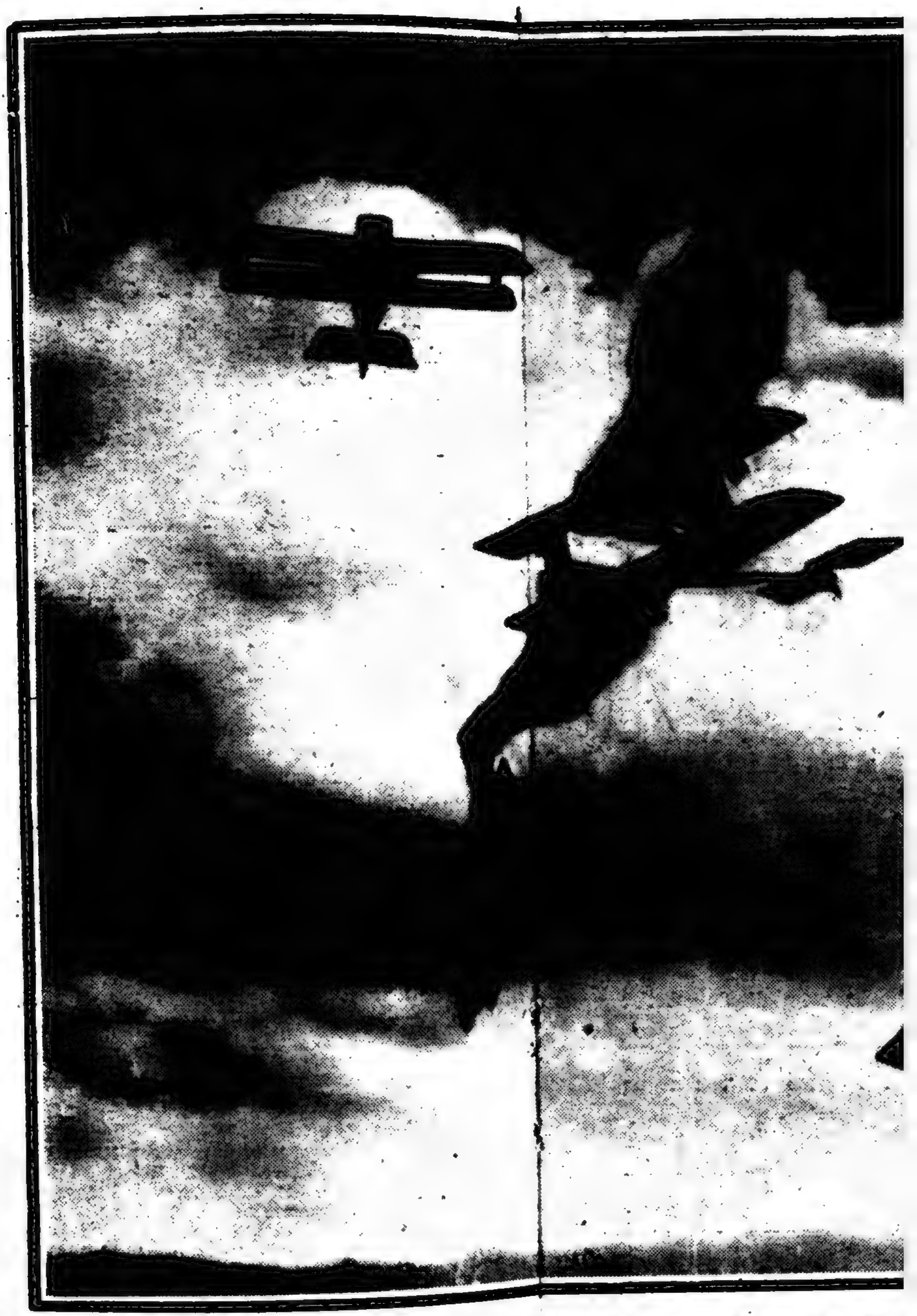
Mrs. Cockburn-Lange explained that the original negatives and the diary were in America, and were not available for inspection.

Now, the plates alone, or the plates plus the original diary, would have provided nine-tenths of the proof of authenticity demanded by the Government officials who were anxious to establish their genuineness.

The reason is that photographic experts and chemists could, by examining the plates, state definitely if it were possible for them to have been used during the period and under the circumstances claimed in the diary.

Throughout Mrs. Cockburn-Lange has only been willing to let them have contact prints, from which no proof of the authenticity of the original photographs could be obtained.

So much for the history of these



The photographs in the Co
more sensational than this
enacted for the

photographs and the situ at in the official negotiati

On the personal side t still more mystery. M Lange has vouchsafed n whatever concerning quickly repressed any c fested by interested parti her home in America or antecedents.

She has been equally her whereabouts in this

She has a perfect ri of course, but the fact most of those who have into touch with her, officials concerned, were do so by the circuitous ro ing letters care of a tra the West End, from whi be forwarded to her.

No end of arguments

nsational Disclosure . .

eat WAR-in-AIR PICTURES Mystery

ARE THEY FAKES?

Lord Conway is Director-General of the Imperial War Museum

The photographs in the Cockburn-Lange collection are far more sensational than this—an "air battle" scene cleverly enacted for the film "Hell's Angels"

original negatives and the re in America, and were not for inspection.

he plates alone, or the plates original diary, would have nine-tenths of the proof of icity demanded by the nent officials who were to establish their genuine-

eason is that photographic and chemists could, by ex- the plates, state definitely re possible for them to have ed during the period and he circumstances claimed in ry.

ghout Mrs. Cockburn-Lange ly been willing to let them ontact prints, from which of of the authenticity of ginal photographs could be d.

uch for the history of these photographs and the situation arrived at in the official negotiations.

On the personal side there has been still more mystery. Mrs. Cockburn-Lange has vouchsafed no information whatever concerning herself, and quickly repressed any curiosity manifested by interested parties concerning her home in America or her immediate antecedents.

She has been equally evasive about her whereabouts in this country.

She has a perfect right to be so, of course, but the fact remains that most of those who have wished to get into touch with her, including the officials concerned, were compelled to do so by the circuitous route of addressing letters care of a travel agency in the West End, from which they would be forwarded to her.

No end of arguments against the genuineness of the pictures have been suggested to JOHN BULL by flying and photograph experts. Here are the views of a distinguished fighting pilot, who has made a profound study of the matter:

The earliest type of aeroplane shown did not appear in France before midsummer, 1917, he explains. Therefore the whole of the pictures must have been taken between then and the Armistice. Even assuming that the unnamed pilot was not killed until the very eve of the Armistice, that means that the lot were taken in some sixteen months.

The diary says that the camera was fixed on the fuselage of the aeroplane, sometimes pointing behind, sometimes to the side, sometimes to the front. Only one plate could be exposed on each flight, and the camera shutter was worked from the machine-gun trigger.

Once the gun was fired, the picture taken on that flight was finished, whether there was anything on the plate or not. The camera could not be reloaded from the pilot's seat.

The diary assumes that getting a picture was a matter of luck, and it is admitted that hundreds of plates were exposed to get the sixty good results.

Even if one out of five was good—an amazing average considering that the camera lens is swinging about with the aeroplane throughout the whole arc of the skies—it means that this pilot was engaged in 300 air fights in sixteen months.

Even if he got into a "dog fight" every *other* time he went up (the actual war average was a fight every *fourth* patrol), it means that he made 600 patrols at least during his sixteen months.

Even if he were up for only 1½ hours on each patrol—a very low figure —he therefore spent, *at the very least, 900 hours over the line in 16 months.*

Yet there is no case on record where a pilot spent more than about 500 hours over the line in a year.

Technical difficulties

Furthermore, after the middle of 1917 scarcely half a dozen pilots were allowed to spend more than a year's service over the line before being sent home. These men are all known, and have been accounted for.

It is significant, in view of these facts, that some time after the first pictures appeared in this country, the illustrated paper that reproduced them printed a statement in the diary that some of them had been taken by a brother officer of Mrs. Cockburn-Lange's late husband.

Actually, however, only about a dozen pictures are supposed to have been taken by this other unnamed officer, which still does not affect the amazing record of her late husband.

Again, the camera is described in the diary as having a 16-in. focus lens. Its weight, then, would be equivalent to half a dozen belts of ammunition.

How was this extra weight carried on a stripped fighting machine when a few additional pounds could mean the difference between life and death?

How was such an unwieldy thing concealed from the numerous ground staff at the aerodromes—from men who are curious, men who gossip and who were often moved about from aerodrome to aerodrome?

Moreover, the odds against getting a picture under the circumstances described in the diary—with an unsighted camera placed yards away —must have been many sands to one. Yet this pil over these tremendous odds

One of the pictures is machine breaking up in *wings collapsing the wrong way.*

Another shows a machine crashing in flames, its wings aflame almost to the tips, smoking and alight. Yet few pilots saw such an incident in action. Those who do remember one agree that the smoke flames roared upwards from the tail of the plane. Wind pressure drove the flames away from the wings.

Others show what appears to be camouflaging on certain Bri machines when there is no record such a method having been in use this particular 'plane at the time.

Exceptional luck

Then, several of the photographs show Bristol Fighters in action, all with clean undersides. Now all the Bristol Fighters were fitted with bomb-racks, and almost invariably they carried bombs on patrol. Yet neither bombs nor racks appear in these pictures.

The exceptional luck of the anonymous dead pilot is another point worth consideration.

He seems to have witnessed almost every conceivable drama of the air—machines colliding, shot to pieces, falling in flames with the pilot leaving the 'plane, but with his clothes apparently untouched by the flames, machines losing a wing in mid-air.

Yet it would be hard to find a fighting pilot, even of long service, who actually saw more than one or two combats of this kind. But the unknown wonder pilot not merely saw a whole series of them, he took photographs of them—with an unsighted camera.

Finally, it is demonstrably easy reproduce such photographs in the studio, by means of scale mo or by the fitting together of prints from several separate aeroplanes. Many of the pictures do, in fact, show what appear to be studio lighting effects.

Moreover, hardly any of the pictures are beyond the resources of the kinem

In Hollywood there is a firm whic can supply actual wartime aeropla —German, French, or British—at hour's notice. In such films as "Hell Angels," "Body and Soul," or Win these machines appeared or were r duced down to the smallest detail.

This, then, is the expert criticism these astounding photographs.

Mrs. Cockburn-Lange cannot let it go unanswered.

We invite her to reveal the name of the wonder man who took these photographs.

If she does not do so, then JOHN BULL demands that the Air Ministry, in the national interest, shall make an immediate public announcement which will put the genuineness or otherwise of these pictures beyond all further doubt.

My Terrible Mistake

I Sanction A PAGAN Blood-Rite!

THE worst predicament in which I ever found myself was when, as a tenderfoot in Africa, I unwittingly sanctioned a ritual that might easily have led to the loss of human life.

It was in 1929, just before the great slump began, that I went out to Kenya. I was of a restless disposition, and having variously toyed with the idea of the North-West Mounted Police and the French Foreign Legion, decided to give temporary scope to the wanderlust by travelling out to East Africa to undertake a job of wheat farming in Kenya Colony.

It was on a warm December day that I disembarked at Kilindini, the harbour of Mombasa, the Gateway of the Colony.

For all my sun-helmet, spine-padded khaki shirt and immaculate shorts that very self-consciously I had just donned for the first time, I was all too conscious of the intense heat and the cruel white glare of those broad, straight streets.

It was only afterwards, when resting in the cool shade of the hotel verandah drinking lager beer (a local product and, oh, so good!), that I began first to succumb to the exotic spell of the East.

Here in the verandah all was quiet. Tall Swahilis, looking like ghosts in their white kanzas, padded softly around, the welcome glasses clinking as they came and went.

BUT in the street the full, throbbing life of a great seaport surged endlessly past.

Kavirondos from the Great Lake mingled with Swahilis from the coast. Masai and Kikuyu were here. The red fez of the Arabs contrasted strangely with the white turbans of the Indian and Goan clerks from the railway and the great offices.

It was a few weeks later, when I was just growing used to the sunlit wonder of that land and had begun to get a grip of the simpler words of the native lingo, that the sense of impending adventure that had been haunting me was at last realised.

The warm sun of a New Year day was just sinking towards the forest-clad hills. Twilight (a matter of moments only in that land) was approaching fast.

Far away a drowsy tractor hummed near a line of new-turned earth. Near at hand the "clanking" of an anvil bird or the harsh shrieking of a parrot alone shattered the warm stillness.

As I lay down to doze away a dull headache (the effect of too much exposure to a tropical sun), I thought already how familiar such sounds had become.

Suddenly the stillness was shattered by a series of the most appalling shrieks and yells Groans and cat-calls and the babbling of natives in many tongues seemed to suggest that at least a native rising was in progress.

I turned over in bed, hoping that, after all, it was only a dream. But I was soon disillusioned.

A war cry that would have done justice to the supporters of Sheffield United at a Cup Final made me jump from my bed determined to find out what all the commotion was about.

Just then my houseboy came rushing in to say that Njerogi (the headman) and all the boys wanted to speak to me.

What could it mean? I sensed that something very unusual was afoot, and for a moment I was undecided how to act.

I wondered whether I should take a gun, but then reflecting that it would never do to seem afraid, walked out unarmed—but trembling inwardly—to try and placate that howling mob.

The sight that met my eyes was an amazing one. Njerogi and all the men from the farm were there, with their friends and relations, their aunts and uncles and mothers-in-law.

Instead of the loosely slung sacks or the drab khaki which were their normal clothes (in so far as they affected any at all), they were arrayed now in a diverse medley of clothes that would have made a comic opera blush for sheer simplicity!

The men had on their war paint. Red and white was daubed liberally on their shiny faces, while their bodies were striped like football jerseys with every colour in the rainbow.

In the hanging lobes of their ears (which they distort in early childhood by the insertion of small pegs of wood) they wore rings and coloured chains.

ON their backs were displayed the brightly spotted leopard and blue monkey skins which are to be found in every native hut, while on their bare legs were anklets of the same material.

For the rest, men and women alike, they were arrayed in every shade and variety of material that the cheap dukas (Indian shops) could provide.

The brass breastplates and the enor-

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelopes "Slip."

NEWCASTLE EVENING CHRONICLE :—"Minor OPERATIONS at several city public-houses were sanctioned."

BELFAST NEWS LETTER :—"Accused was sentenced to fourteen days' IMPROVEMENT, without hard labour."

BRISTOL EVENING WORLD :—"I ask the Bench to stop this DOWDYISM on Saturday nights."

BATLEY NEWS :—"She was then struck twice on the head with some iron instrument, probably a PORKER."

YORKSHIRE TELEGRAPH AND STAR :—"——, van boy, was charged with stealing LOVES worth 1s. 7d."

OLDHAM EVENING CHRONICLE :—"—— asked for an ADORNMENT of the summons."

NORTH LINCOLNSHIRE ADVERTISER :—"Having learned with deep regret that increasing EARS and reasons of health compel you to retire."

EVENING TELEGRAPH :—"In the month of December, pheasant shooting holds the interest of sportsmen on their CHRISTIAN vacation."

HULL AND LINCOLNSHIRE TIMES :—"Competitions for the best Christmas cake and MICE pies."

BEDFORDSHIRE TIMES AND INDEPENDENT :—"Live and Dead Poultry Stock, including 76 Motor MUSES."

POST MAGAZINE AND INSURANCE MONITOR :—"Any gas, even when non-poisonous, by displacing air will render the atmosphere UNBREAKABLE."

Human Machine

Who Wants Patience?

PEOPLE sometimes extol patience as a virtue, but it is a doubtful fact; for patience always implies submission, a negative attitude of mind, a belief that we can't help ourselves and must submit to whatever Fate chooses to deal out.

When people fall down on a job and excuse themselves by saying that "they hadn't the patience to finish it," they really mean that they hadn't enough interest in their task nor enough will power to see them through.

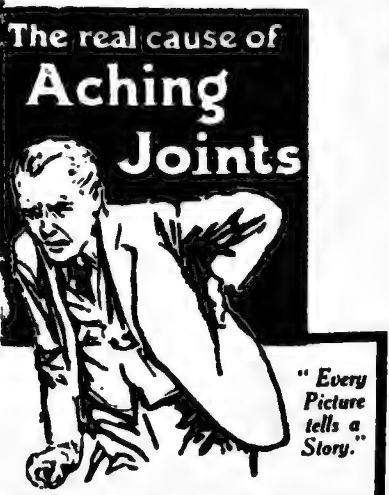
One of the basic truths of life is that no job is more interesting than any other. Perhaps it sounds better the other way—that no job is less interesting than any other. If we find a job dull, it is because we aren't putting all we know into it. We are simply doing it as a matter of routine or of forced duty, while all our mind is concentrated on something else.

Any job can be made interesting by the man who sets about mastering it, who determines to do it better than it has ever been done before, who regards it as a test of skill and ingenuity rather than as a stretch of hard labour.

Such a man won't need "patience"; he will find time simply fly, and will wonder how much truth there really is in the fact that every day is supposed to contain twenty-four hours.

People who "haven't patience" are simply people who haven't any real self-control. They aren't masters of their work. Their work is boss of them all the time.

They aren't, in fact, craftsmen. No craftsman ever needed patience. He is too interested in his work!



The real cause of Aching Joints

"Every Picture tells a Story."

PAINS that rack the back, the joints, the limbs and the muscles, are commonly due to excess uric acid left in the blood by faulty kidney action. Suitable treatment consists in stimulating the kidneys before chronic rheumatism, lumbago or sciatica sets in. If, therefore, [illegible] experience backache, rheu[illegible] pain or any urinary irregu- [illegible] take Doans Backache [illegible] Pills without loss of time.

bago, Sciatica and Rheumatism

On 4th September, 1912, Mr. T. Adams, 39, Queen's Road, Bootle, Liverpool, said :—"Sixteen weeks I was away ill from work, and for half of that time I lay helpless with lumbago, sciatica and rheumatism. Every muscle and joint of my back and legs was stiff and painful. Urinary and bladder disorders added to my distress.

"I owe my recovery to Doans Backache Kidney Pills. Soon I was able to leave my bed, and after using four boxes all the pain had disappeared. Doans Pills have made a new man of me."

On 16th May, 1932, Mr. Adams said : "I am most grateful to Doans Pills, I have never felt better than I do now. (Signed) T. ADAMS."

Of all Dealers 1/3, 3/-, 5/-

Refuse Substitutes. Insist upon Doans BRAND Backache Kidney Pills

The genuine package bears the Leaf Trade Mark.

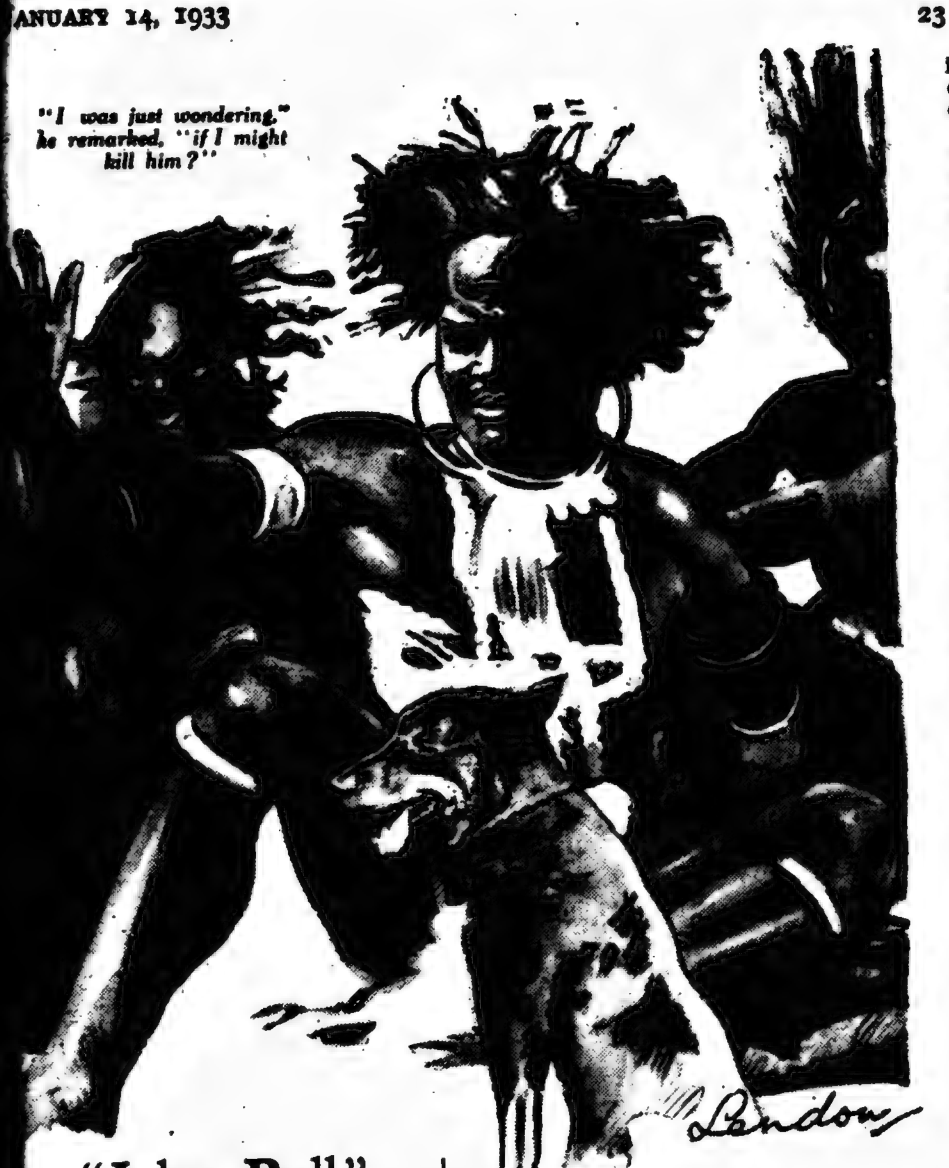
SSEN THE RISK OF 'FLU.

When influenza is about, your main danger lies in letting yourself get run down. It is the people who are below par who catch it most easily and suffer most.

That is why doctors are advising people to [illegible] taking Wincarnis at once. Wincarnis [illegible] the perfect tonic in a delicious form. It [illegible] simply the purest of fine wine with all its [illegible]ble, stimulating properties reinforced [illegible] the highest grade beef and guaranteed [illegible]tamin malt extracts. It creates new, rich blood, and builds up reserves of strength which remove any danger of your going down with influenza.

Just take a glass of this delicious wine three times a day, and very soon you will be practically immune. You will sleep better and wake up refreshed and reinvigorated.

Start taking Wincarnis to-day. It has over 20,000 recommendations from medical men who have proved its value for neurasthenia, anæmia, debility, and all sorts of run-down conditions.



"I was just wondering," he remarked, "if I might kill him?"

"John Bull" READERS' STORIES

18

us coiled ear-rings (the peculiar pride he African women) lent an almost baric splendour to that rather ridicu- , if fearsome, looking throng.

t last I identified Njerogi, that ally affable if rather servile head- , encased in a head-dress of feathers t would have shamed any Red Indian f.

e was leading on a string a rather tched-looking, little mongrel dog.

Well, Njerogi," I said, "what on h is the meaning of this?" But rogi, with the native indifference to , refused at first to come to the t.

, champing inwardly, I discoursed him on the weather and the har- and the falling price of maize, while he background the crowd babbled gurgled and showed every sign of ing itself up to a frenzy.

en quite casually he asked me if I the dog. The tumult died down nce.

said I did—though I hoped he dn't ask for a candid opinion of I thought of it. "I was just dering," he remarked suddenly as ared his great white teeth in a , "if I might kill him?"

was none of my business and I said uch to his evident amusement. So as he took it *and* his howling mob of this, he was welcome to kill y dogs, I told him.

HEY seemed greatly pleased at this, so, wondering a little at the strange ways of that land, I went to my room.

a way it was flattering to think the natives should come to me to permission before despatching a able stray cur. It gave me a sense sponsibility. Little did I dream my very innocence of the country its peoples had betrayed me into ioning a sinister rite.

I was soon to learn the terrible

ad hardly closed the door when (the houseboy), who had somehow ted himself during these proceed- appeared in great agitation.

some time he could not find his but stared at me with an ex- on of sheer horror in his eyes.

ana, bwana!" (Master, master!) ed, excitedly. "You've just gone and done a terrible thing. We'll all be killed, and the police will want to lock you up."

I cursed him in my best Swahili (one learns *those* words soon enough anywhere), and then demanded to know what the dickens all the fuss was about.

"Oh," he said, "you've just gone and authorised a hisani."

I didn't know what a hisani was and said so. So then he told me the story.

Some time before somebody had stolen two of Njerogi's goats. Njerogi maintained (naturally enough) that they were two very fine goats indeed, so fat and sleek that never had their equal been seen in all the countryside.

But Juma (being of another tribe and having no great love for Njerogi) asserted that in truth they were very ordinary goats indeed. However that may be, the goats had been stolen and Njerogi was very wroth.

AS goats are the means by which his tribe (the Kikuyu) purchase their wives, and many of the necessities of life, I felt inclined to sympathise with him.

"For a while," said Juma, "Njerogi had sought his goats among neighbouring herds, but when some weeks had elapsed and he had been unable to recover them, he grew impatient.

"Calling his tribe together at a midnight meeting in the darkest part of the tropical forest, he held a council of war —at which it was decided to hold a hisani or revenge."

The little dog that had so puzzled me was to be solemnly sacrificed amidst the most awful pagan rites—rites which were rapidly falling into disuse even in the natives' own reserves.

The blood of the dog would then be mixed midst the most fearsome incantations with native beer, and the inflamed warriors would then pronounce a terrible curse against the thief.

And within two weeks the thief would die. So at least said Juma—while *I*, having authorised the hisani, would be held responsible!

Can you imagine my feelings as the terrible significance of these facts sunk in?

I, as a responsible British official, had actually given my blessing to the proposed performance of a terrible pagan rite, the consequences of which might be far-reaching.

What could I do? Shouting at Juma to go and bring Njerogi, I dashed out on to the verandah, cursing myself for my own simplicity in not having suspected something earlier.

THE period of suspense that followed was the worst ordeal I have ever experienced. What if Juma should be too late?

Perhaps an innocent man might pay with his life and then there would be an inevitable official enquiry. The natives themselves would be held blameless, as they had acted properly in seeking my authority first. I should be disgraced, reprimanded, and, perhaps, my career would be ruined.

And then, to my unspeakable relief, Njerogi finally appeared with a couple of very sullen and crestfallen warriors. I asked him at once why he had not explained the whole matter to me.

He replied, naïvely enough, that the Bwana, being but newly from home, could hardly be expected to understand these things!

I told him that I must forbid the hisani while I sent a note to the nearest police outpost for advice.

Although looking thoroughly sulky and more than a little truculent, the lifelong habit of discipline was too much, and they melted away to their homes without a word, which was just as well, as on the morrow my runner came back with a note to say that hisanis were illegal and must on no account be held without permission.

But I have often wondered what would have happened if a hisani *had* been held. Would the thief have paid forfeit with his life? Was he, in fact, known already and was this just a device to poison him under the cloak of an old native custom?

I asked my boy: "Shauri ya Mungo" (God only knows), he said.

NEXT WEEK: *A reader who staged a fake suicide to escape old ties confesses that he would gladly "return to life" but cannot.*

The "Greatest of These—" Fund

A Luckless Family

THIS baby, who rejoices in the beautiful names of Margaret Elizabeth, has spent her ten months of life in wretched poverty and distress, not through any fault of her parents, whose record is a fine one.

Margaret Elizabeth

Her dad, an ex-Service man, is now in work after ten months of unemployment. He is earning only 30s. a week, out of which half a crown has to go in fares.

His wife writes: "My husband is one of the best, and while I have been ill has done all the washing and work, as we have been unable to pay for anyone to do it."

The doctor under whose care she has been for the past twelve months states: "She is in a poor state of health, and her recovery is being retarded through lack of proper food. The family are deserving of any help."

In addition to Margaret there are two boys. The elder, aged seven, was for eleven weeks in an isolation hospital, and is very delicate. His headmaster, writing about the boy, says: "His mother's work is reflected in his carefully mended clothes, and also in his regularity."

There is another little chap, aged two, who underwent an operation a few months ago. His mother says: "The doctor orders him cod-liver oil and plenty of nourishing food, but it is impossible to get them. We are being threatened with two county court summonses. But what can I do? We owe for rent, groceries and other things. Our luck is terrible."

We wish each other prosperity and good luck these days, and here is a way for our readers to bring good luck to baby Margaret's family. Any donations earmarked for "Margaret" will help to do this.

All subscriptions should be addressed to The Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2, and will be acknowledged where names and addresses are given.

ONE of the FAMILY

HEALTHY dogs love the winter. In cold weather they can gallop and chase to their heart's content, without fear of overheating. Yet many dogs suffer from minor illnesses in winter, largely caused by too rich food, and by lack of regular morning and evening exercise. At these times impurities collect in the blood, lower the dog's whole condition and make him listless.

Wise dog owners make a rule of regularly providing their dogs with Bob Martin's Condition Powders, which keep the blood pure and the liver active; that is the sure and easy way to keep your dog in perfect condition and give him a chance to be the happy companion he wishes to be.

Bob Martin's Condition Powders cure and prevent all blood ailments such as listlessness, continual scratching, dull coat, loss of appetite, sulky temper, eczema and swellings between the toes.

Your nearest chemist, dog biscuit shop and big store sell Bob Martin's Condition Powders in 6d. packets of 9 (nine) powders and 1/- boxes of 18 powders. Made (since 1892) by Bob Martin, Ltd., Southport, Eng.

That is why

BOB MARTIN'S CONDITION POWDERS

KEEP dogs fit!

DELIVERED TO YOUR HOME for 12/6

We deliver Carriage Paid to your home, a superb British Pianoforte, built of first grade materials and assembled by highly skilled technicians, immediately upon receipt of **12/6.** (No Deposit Required) purchase completed at 12/6 Monthly.

THE CRANE PIANO possesses a tone of purity and rich resonance, delicate responsive touch, and all up-to-date improvements. All metal frame, check action, full trichord, etc., are incorporated and it can be supplied in Rosewood, Walnut or Ebonised case.

GUARANTEED FOR 20 YEARS
Old Pianos accepted in part payment; full value allowed.

Write for Catalogue No. 240 of Crane Pianos, Organs, Player Pianos, etc.

Crane & Sons LTD.
149, Oxford Street, LONDON, W.1
Head Office: Hanover St., LIVERPOOL

3 Out of 4 Women -

Use Wrong Shade of Face Powder

Experts have shown that there are four distinctly different shades of skin, each requiring a different shade of face powder. By using the exact shade best suited to their skins, 3 out of 4 women might easily increase complexion beauty 100 per cent. Poudre Tokalon is the one face powder that stays on all day or evening, indoors or out, in spite of wind, rain or perspiration. The mousse of cream makes it adhere so closely and invisibly, that no one would ever dream the exquisite tint imparted is not your own natural loveliness.

FREE This Bottle of New KAPPA Perfume

Kappa
Tokalon

Take this Gift Coupon to any Chemist or Hairdresser To-day. Buy a 1/- box of Poudre Tokalon. With it you will be given *Absolutely FREE* a handsome flacon of the mysterious, captivating KAPPA Perfume.

Act To-day Before Your Dealer is Sold Out.

EVERY MOTHER SHOULD KNOW

that when baby cries his pains are nearly always caused through **INDIGESTION, FLATULENCE, COLIC,** or **TEETHING,** and that in such cases the infallible, safe family remedy which has been recommended by mothers, doctors and nurses for over 80 years is

"GRIPE WATER"
Carminative (Brand)
MADE BY
WOODWARD
CHEMIST—LONDON.

A teaspoonful two or three times a day
KEEPS BABY WELL

It breaks up the wind, promotes digestion and enables baby to obtain healthy and restful sleep.

SEND FOR A FREE SAMPLE.

FREE SAMPLE COUPON.
To **W. WOODWARD, Ltd.,**
51, Clapham Rd., London, S.W.9
Please send me a FREE SAMPLE
(Use block letters & mark envelope 'SAMPLE.')

Name..
Address..
J.B.18. ....

HUMAN DOCUMENTS

by

Philip Inman

A MOTHER'S SIN

—Her Son must forgive

THERE was a dreadful account in the papers a short time ago of a man who, after brutally beating his dog, had buried it alive.

A friend who was with me at the time exclaimed: "When I think of that monstrous cruelty, I just want to get up and thrash that man within an inch of his life!"

Most people would agree with him. I must admit that, for a moment, I shared the same feeling.

But thrashing a "man within an inch of his life" would be adopting the same kind of treatment as that wretch meted out to the dog.

And so, when I came to think quietly about it, I found myself pitying the man as profoundly as I pitied the dog. What a terrible kink there must have been in his brain to have led him to such a violent outburst!

In such cases as this, what one really needs to do is to try and find out, as sympathetically as possible, what goes on in the minds of such people—people whom psychologists call sadists, and who are afflicted with a dreadful mental disturbance which inspires them to inflict cruelty upon others.

* * *

YOU may shudder and think the whole subject repulsive. You may say "Thank goodness I am not like that." But, believe me, there are very few people in the world who do not at some time or other show this desire to hurt to a greater or less degree.

And there is nothing in the world which so quickly reveals character as the way an injured person acts towards the one who has caused him pain.

Two different characters have been revealed to me in this week's postbag. I shall let you judge of them for yourselves.

My first correspondent writes to tell me that when he was six years old his mother ran away with another man. His father, heartbroken and disillusioned, joined the Army although because of his occupation he need not have done so.

He was killed in action, and my correspondent was left in the care of distant relations who, because of their poverty and the needs of their own children, were unable to provide him with a "real chance in life."

Now he is happily married, has one child and a safe job.

A few days ago he had a great shock on learning from a friend that his mother, whom he had not seen for nineteen years, was living in a common lodging-house in a neighbouring town.

* * *

MY correspondent had allowed his wife to believe that his mother was dead, but on receiving this information he told her everything.

"Despite all that I have told her," he says, "my wife urges that it is my duty to bring my mother to our home so that she can be properly cared for.

"With this I strongly disagree. Ailing and friendless though she is, I cannot remove from my mind the thought that besides ruining my chances in life she was responsible for the death of my father.

"Don't you think that because of her action in deserting my father and me, because of the wicked and immoral life she has since led, she has forfeited any moral claim that she may have upon me? Please give me your advice."

My advice is that he should take his lead from his wife, whose attitude I admire greatly. I do not think he should actually take his mother into his home. But he could remove her from that "common" lodging-house and try to make her comfortable elsewhere, or, alternatively, make her a small allowance

Above all, he should let his mother feel that bygones are bygones, and that he has no wish to give tit for tat.

A child of six left motherless; his father killed in action. . . . And the woman who was the cause of it all is now poverty-stricken, in desperate straits—Should she be forgiven?

Thank YOU!

The spontaneous and wonderful response that has greeted my Birthday Appeal on behalf of Charing Cross Hospital has touched my heart. No experience could be more affecting or more heartening than to be made aware of such widespread sympathy and willingness to help those less fortunate than ourselves.

Letters have come to me from all over the country, from rich and poor, from the healthy and the suffering. I have received the widow's mite and the rich man's cheque. Old-age pensioners have sent their contributions, and the youngster who can hardly hold his pen. Families have clubbed together to make their offering. A German girl has sent all she could.

"This is all I can afford; I only wish I could have given more," is a sentence that occurs again and again. This is the spirit of charity in which the giver is truly blessed.

To one and all who have helped us in our great task of healing the sick and maimed, my heartfelt thanks and good wishes.

Philip Inman,
House Governor,
Charing Cross Hospital.

The second writer was more fortunate in his upbringing. An aunt took him into her own home at the age of three, and made him her chief interest in life, educating him and looking after all his needs.

Two years ago a complication arose in his life. He had one man friend, and they both fell in love with the same girl.

"She thought the world of us both," he says, "but she preferred my friend to me, so I made way for him. He died two months ago, and the girl came to me in great distress as she is soon to become the unmarried mother of my friend's child.

"I still love her, and I asked her to marry me so that we could save the good name of herself and my friend."

* * *

WHEN his aunt refused her consent to his marrying this girl, my correspondent immediately volunteered for a Government Training Instructional Centre so that he could get other work, marry the girl, and be free to live his own life.

Since his absence, his aunt has become ill and begs him to return to her, though she still will not hear of his marriage.

The problem which he asks me to solve is whether he is in duty bound to return to his aunt on account of her life-long kindness to him, or whether he should take the "better course" and marry the girl and protect her name and that of his friend.

I rather like the character of this young man. Though he suffered the pain of losing his girl in the first place, there is no hint of bitterness towards either her or his friend.

He does not mention "wickedness and immorality," nor protest that the girl has forfeited her right to pity and sympathy.

But it is not a question of whether my correspondent should please his aunt by giving up the girl in gratitude for all that his aunt has done for him. It is a question entirely of his own feelings.

If he loves the girl, he should marry her and try and conciliate his aunt. But let me impress upon him that it must be the *real thing*, for pity alone is not sufficient to stand the rough and tumble of married life.

Philip Inman is JOHN BULL's "Humanist." He is anxious to help readers to solve their problems. Write to him, enclosing a stamped, self-addressed envelope. £1 1s. is paid for each letter quoted.

YOU NEED THIS HOT BREAKFAST

Ready without cooking

AFTER the fast of the night you need strength to face the work of the day. Shredded Wheat helps you to set about your duties fit and cheerful because it gives you the benefit straightaway of whole wheat nourishment in most appetising and easily digestible form. It needs no cooking. When hot milk is poured on you have ready the quickest of all hot breakfasts, the most satisfying and the most economical. Have Shredded Wheat every day. The more often you have it the better you will like it and so will everyone else in your home.

SHREDDED WHEAT

WHOLE WHEAT
SHREDDED WHEAT

Made in England by the Shredded Wheat Co., Ltd., Welwyn Garden City, Hertfordshire.

TO MEN & WOMEN OF ALL AGES — ESPECIALLY THOSE OVER FORTY

Breakdown

Is this you?

" Overwork and worry resultant from my profession as a secretary-accountant," writes Mr. A. W. H——, " caused a complete breakdown, and I was for many weeks unable to carry on."

" I was recommended 'Phyllosan' tablets, and *I was back in harness again before my third 5/- bottle was exhausted.*

" Now I am *working harder than ever*, but, thanks to the little tablets, I am perfectly fit and well."

Is this you? Are overwork and worry robbing you of sleep and appetite? Do you suffer from nerves, palpitation, forgetfulness, lack of concentration? Are you already dreading the possibility of a complete breakdown? If so, *start taking 'Phyllosan' brand tablets to-day!*

'Phyllosan' brand of chlorophyll tablets are not a patent medicine. They are prepared under the direction of E. Buergi, M.D., Professor of Medicine at the University of Berne. They contain no strychnine, no animal extracts, no alcohol, form no harmful habit, are non-constipating.

These tablets are specially appreciated by those over forty because of their *revitalizing and rejuvenating* effect upon the whole system. All over the world they are helping men and women over forty to *keep on keeping young.*

It is so simple! Just two tiny, tasteless tablets three times a day, but if you take them regularly, the results will astonish you. The 5/- size contains *double* quantity.

" *The Most Wonderful Substance in our World* " is the title of an interesting book. Ladies are particularly requested to read page 18. The book will be sent post free.

Start taking 'PHYLLOSAN' BRAND Regd. TABLETS TO-DAY!

Of all Chemists, 3/- & 5/- (double quantity)

To revitalize your Blood, rejuvenate your Arteries, correct your Blood Pressure, fortify your Heart, strengthen your Nerves, and increase all your Physical and Vital Forces— irrespective of age!

'PHYLLOSAN' is the regd. trade mark applied to the brand of chlorophyll tablets prepared under the direction of E. BUERGI, M.D., Professor of Medicine at Berne University. No proprietary right is claimed in the method of manufacture.

COUPON

Send this (or a p'card) to
FASSETT & JOHNSON, LTD.
Distributors
(Dept. 47) 86, Clerkenwell Road, London, E.C.1

Please send me a free copy of the book entitled " *The Most Wonderful Substance in our World.*"
J.B. 11/1/33

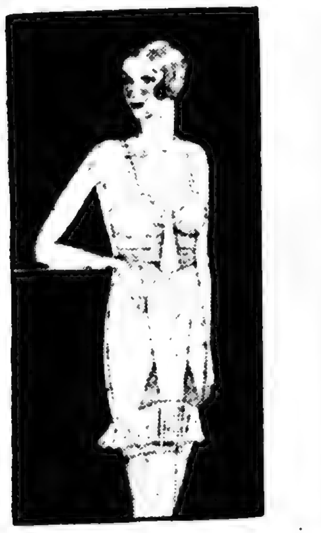
Name..

Address..

....

Write in BLOCK LETTERS. Use margin to write in. Post unsealed under ½d. stamp.

Issued by Natural Chemicals, Ltd., London.



A Spencer-All, designed just for you, will provide a garment that is lightly boned with elastic insets just where your particular figure requires them, and topped with a Bandeau that at once minimises and uplifts the bust. It is sleek, supple, luxurious. You will be amazed to find how it will rest you by supporting those sagging muscles that cause fatigue, headache and backache.

Write Spencer Corsets Ltd., Banbury, Oxon, for name of nearest local Corsetiere. This will not place you under any obligation.

SPENCER

Individually designed Foundation Garments and Surgical Supports.

Branch Offices and Salons:
LONDON: 96, Regent St., W.1. Tel.: Regent 6206
GLASGOW: 86, St. Vincent St., C.2 Tel.: Central 3232
BRISTOL: 22, Clare St. Tel.: Bristol 24801
LIVERPOOL: 19, Church St. Tel.: Royal 4021

Zubes ease throat and chest and let you rest

On retiring for the night many people suffer acutely from irritating tickling of the throat. To them we heartily recommend these little Zubes which ease the throat wonderfully and set up glowing warmth that lulls you to repose.

ZUBES

Zubes contain Aniseed, Liquorice, Menthol, Coltsfoot, Friar's Balsam, Horehound, Capsicum, Squills and Honey.
F.W. Hampshire & Co. Ltd. Derby

2½D. PER OUNCE
Except in I.F.S.
Airtight Tins 3d. and 6d.

BRONCHITIS INFLUENZA

Breathe vapo medicated air while you sleep. This is the simple time-tried Vapo-Cresolene method of treating Influenza, Bronchitis, Bronchial Asthma and Catarrh. Difficult breathing and soreness are more quickly relieved than when medicine is taken. A proved remedy of 53 years. Prevents the spread of infection. *Of all Chemists.*

Vapo-Cresolene

Send for Booklet No 6 ALLEN & HANBURYS Ltd 37D Lombard Street, LONDON, E.C.3

GEORGE ROBEY'S *Greatest Hour*

Living My Best Joke

—as a Football Star!

How George Robey looks as a Hull City footballer — our composite photograph

YOU ask me what hour of a very full life I would like to live again? Well, I have one *very* interesting hour on my mind at the moment, but I should hesitate to tell anyone about it. . . . Go outside, please!

Now if I am going to try to tell you about one hour that I should *really* like to live over again, you must let me try to tell you about it in my own way. And, strangely enough, it has nothing whatever to do with my forty odd years on the music-hall stage.

It happened like this (said he modestly).

I was playing at Hull Now there is in this Yorkshire seaside resort a place of amusement yclept the Palace.

And, for my sins, I was there to try to induce the locals to make the welkin ring with laughter. Now the Yorkshireman, pure (and not so very simple), is not the easiest thing on earth to try to make mirth with or from I had no illusions about what I had to do.

But I never dreamed that I should have to go to the lengths that I finally did to raise a laugh!

I used to play a spot of cricket in the not so very old days, and Hull amateurs, having heard of my prowess (I said having heard of my prowess), proceeded to ask me to turn out for them against a local side on the Monday night.

It touched my vanity It did more, it roused in my blood a desire to out-Sutcliffe Sutcliffe. I proceeded to do so. Don't ask me what I scored, but it was almost Test form. Herbert, in fact, was himself again!

How it rained!

That did it! Nothing would satisfy the locals but that I should again don the pad and proceed to do battle for them in a further game on the Friday.

In a weak moment I consented. Friday dawned—a perfect Yorkshire Friday, if I may say so raining to beat the band, with an occasional accompaniment of north-easterly winds to make everybody feel comfortable.

It was almost a typical English summer's afternoon—late August, 1913, to be exast. Umbrellas were *de rigueur*, and mackintoshes by request: you can guess the kind of cricket weather!

"Hull, H——, and Halifax!" Personally, when I arrived on the ground already changed into more-or-less spotless flannels, I was feeling as though I had come to my execution

Well, we sat in the pavilion and watched it rain. And it did—hard and often! It rained and it rained, and then it rained.

I had visions of someone shouting "Women and children first!" and hoped that I should have the courage to wait for the last boat, or maybe join the captain, and we should both go down with the pavilion.

But it was not to be. As the tempest was at its height, we were suddenly reinforced by some of the directors of the Hull City Football Club. Their ground was less than a decent stone's throw from where we were supposed to be playing cricket, and being men of an enquiring turn of mind, they had come over to investigate the phenomena.

Someone introduced me Said one of the directors, "You've played for Millwall, haven't you?" I had to confess that it was true, for I had played for several seasons for Millwall in the old Southern League as an amateur.

"Splendid!" said he. "To-morrow we are playing Notts Forest. We are short of a forward through illness. Now what about signing amateur forms for us right away, and turning out for us to-morrow?"

I murmured hastily that I had no football gear with me, that I was liable at any moment to sudden and severe housemaid's knee; that in any event I was out of practice, and scarcely knew a goal-post from a mail-delivery van.

It was not a bit of use. Play I must—or for ever hold my peace, so to speak, as a friend of the Yorkshireman.

To make a long story short, I turned out. When I got to the ground, the man at the gate refused positively to let me through.

"*You* playing?" he echoed. "Listen, tell that one to someone else, me lad. We want players, not *plutocrats!*" And all this, mind you, because I had arrived in a Hull taxicab!

However, after a little argument, during which he made the most unkind remarks about my parentage and upbringing, he finally allowed me to make my way to the players' dressing-room.

When I got there it was to discover that someone had given it out by way of a joke that George Robey, the comedian, was to play at inside-left for the City that afternoon.

A great joke!

And what the other ten members of the team would not believe was that it was anything *but* a joke!

They accepted my name as "George Robey," but they did not realise that I was a comedian by profession. Perhaps they believed that my eyebrows were part of my actual existence!

At any event, they pulled my leg unmercifully! They asked me to try to make them laugh. When I raised my eyebrows and said "Desist!" they roared with delight, and told me that I ought to go on the stage!

The trainer, who was in the secret, and had kept it to himself, had me on the massage-board. Now I have one failing—I am very ticklish. So when he began to rub my ribs, I began to laugh; and the more he rubbed, the more he made me shout with mirth.

The other players imagined that I was doing it to try to live up to their joke that I was *really* George Robey. They applauded until they could applaud no more . . . and by that time I had not a laugh left in me!

The trainer had seen to that!

Soon afterwards the time came for us to take the field. "If you can kick a football half as well as you can make us laugh, you ought to get an international cap," said our skipper to me.

I did not say a word. I was already regretting the foolhardiness that had made me agree to turn out at all in a First League match. Don't forget that I was out of training, and that in point of fact I had not kicked a football seriously for probably two years.

Well, the game started. Luckily for me, the programmes had been printed some days in advance, and it had not been possible to include my name in them. Therefore, when the boards went round the ground advertising my appearance, nearly everybody present believed that it was a new way of advertising the fact that "George Robey" was appearing at the local music-hall. Certainly no one believed that the "George Robey" of the notice board and the real "George Robey" of the boards was one and the same person.

"Tell 'em a funny story, George!" came floating out on to the air as we took up our positions for the kick-off. That got a loud laugh. But much worse was to come. I have told you that I was sadly out of training.

By the time I had run the length of the playing-pitch three or four times, I was in a desperate condition. The one thing I wanted was a bathchair, and a strong brandy and soda!

Then, a few yards from our opponents' goal, the ball came to me. I was so amazed—I say I was so amazed—that I took so long a look at it that the opposing right back had about a quarter of an hour in which to make up his mind what he would do by way of a clearance.

Loud laughs

That gave the wits in the crowd their chance. And they took full advantage of it. They implored me to send myself a postcard when I proposed to kick the ball; they told me to sing it a comic song; they bade me paint some eyebrows on myself behind which I could hide my discomfiture.

In other words, they were *unkind*.

Shall I ever forget that first hour! I purposely mention the original sixty minutes because by the time they had gone I was past caring what happened to me, physically or mentally. My heart was thumping at a dreadful rate; my knees had begun to sag so much that I must have appeared to the spectators to have been moving about on the sides of my ankles, and my eyes, I feel sure, wore the glazed expression of the sheep on its way to slaughter.

However, thank goodness, all things come to an end, and it was with a feeling of almost hysterical relief that I heard the final whistle blow.

As we trooped off the field, having been well and truly licked, a spectator leaned over the "tunnel" that led to our dressing-room, and said loudly and distinctly:

"Tha' may be a good comic, Geoorge . . . but, by gum, tha's rottenest footba' player aaa've ever seen wi' a pair o' boots on his feet!"

Live it over again? Sure I would! It is only hours like that by which we can obtain a true perspective of what other folks are *really* thinking about us!

DOES YOUR PIPE GET STRONG AND RANCID?

A conscientious if forgetful little lad, convalescing from a prolonged cold, was ordered by the family doctor to take a tablespoonful of cod-liver-oil daily. For some days he remembered; then he forgot. For 12 days he forgot. On the 13th, memory and conscience reviving, and hoping to atone for his long lapse, he swallowed 13 tablespoonfuls of cod-liver-oil at one go. And he was very sick to his little tummy!

How apt we are to give way to that line of thought "if ten drops are good, twenty must be twice as good"!

Take the case of Milton, for example. Direction No. 157 in that wonderful little booklet which is packed with every bottle reads:—

> "To Clean Tobacco Pipes: Take an ordinary unused pipe-cleaner (the cotton-coated wire) and soak it for a moment in a weak solution of Milton fluid—say 1 teaspoonful in a ½ tumbler of water. Clean the stem thoroughly with the wet cleaner, washing it out well with the solution. Allow the bowl of the pipe to drain out and dry, but leave the stem to soak overnight in the solution, with the mouthpiece submerged. It will be found that the accumulations are gone, and that the pipe now smokes as 'sweet as a nut'!"

Could anything be plainer, easier, or more simple? It makes good every time. And yet a few days ago one enthusiast visited the Milton works at Islington to voice a "kick." "My favourite pipe, all gone strong and nasty! Why?" "Did you follow the directions?" he was asked. "You bet I did, and better! One teaspoonful to a ½ tumbler of water, it says, but that sounds weak. So I shoved the pipe into full strength Milton overnight." Naturally, his poor pipe was like the little cod-liver-oil tummy—overloaded!

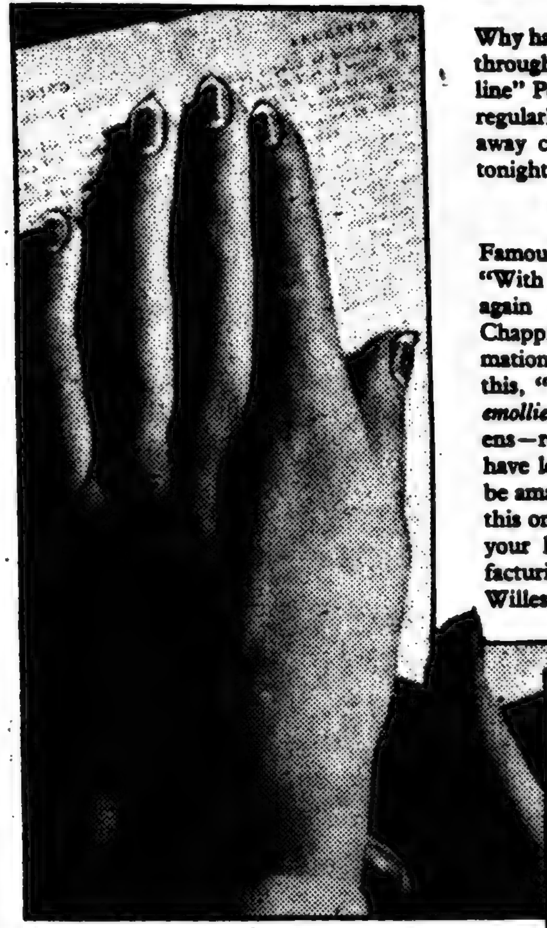
Don't overload. The directions are founded on research and long experience. If you do just as the paragraph quoted above directs you'll find your favourite pipe clean, fresh and "sweet as a nut," every time.

So it goes! 154 different and proved uses in that booklet with every bottle.

And Milton costs but sixpence.

CHAPPED HANDS

So easy to heal this reliable way

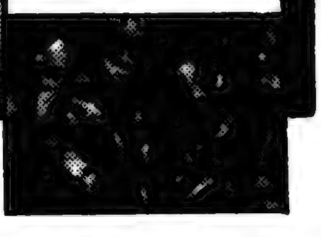


Why have dreadful looking hands all through the winter? A little "Vaseline" Petroleum Jelly rubbed well in regularly at bedtime will soon soothe away chapping and redness. Start tonight!

WHAT A FAMOUS DOCTOR SAYS

Famous Dr. Kromayer of Berlin says, "With 'Vaseline' Jelly . . . the skin again becomes soft and pliable." Chapping is *dryness*, setting up inflammation (dermatitis calorica). To treat this, "Vaseline" Jelly is *the purest emollient known*. It soothes and softens—replacing *naturally* the oils you have lost. Begin tonight! You will be amazed how soft and nice again this one-minute treatment will make your hands. Chesebrough Manufacturing Co. Cons'd., Victoria Road, Willesden, London, N.W.10.

Medical Photograph (magnified) showing the effect of "dermatitis calorica" on your hands. For chapping "Vaseline" Jelly is the purest emollient known, say specialists.



Trade **Vaseline** Mark
Petroleum Jelly

For chilblains—quick relief with "Vaseline" Petroleum Jelly

"Terrible Cough . . practically gone . . after *two* applications"

"I have never previously written a letter of this description, but I am sending you this because your Musterole Brand Ointment has so often helped me and I feel you deserve some expression of appreciation.

"A chemist recommended it two years ago when my husband had a bad chest cold with a terrible cough. After two or three applications the cough was practically gone. He said he could feel the Musterole loosening the congestion. Within a few days he was perfectly fit again.

"Since then we have been regular users and only last week I am sure I stopped an almost certain attack of influenza with it. I think it is a splendid preparation."

Yours faithfully (Mrs. J.M.S.

That terrible, tearing sort of cough can be loosened at once by the deep-penetrating warmth of this clean, white ointment. Just rub it on the chest. You feel its tingling warmth sinking in. It goes deep down, reaches the congestion, disperses it, gives ease at once, relief after a few applications. Your chemist stocks it. Buy a jar today.

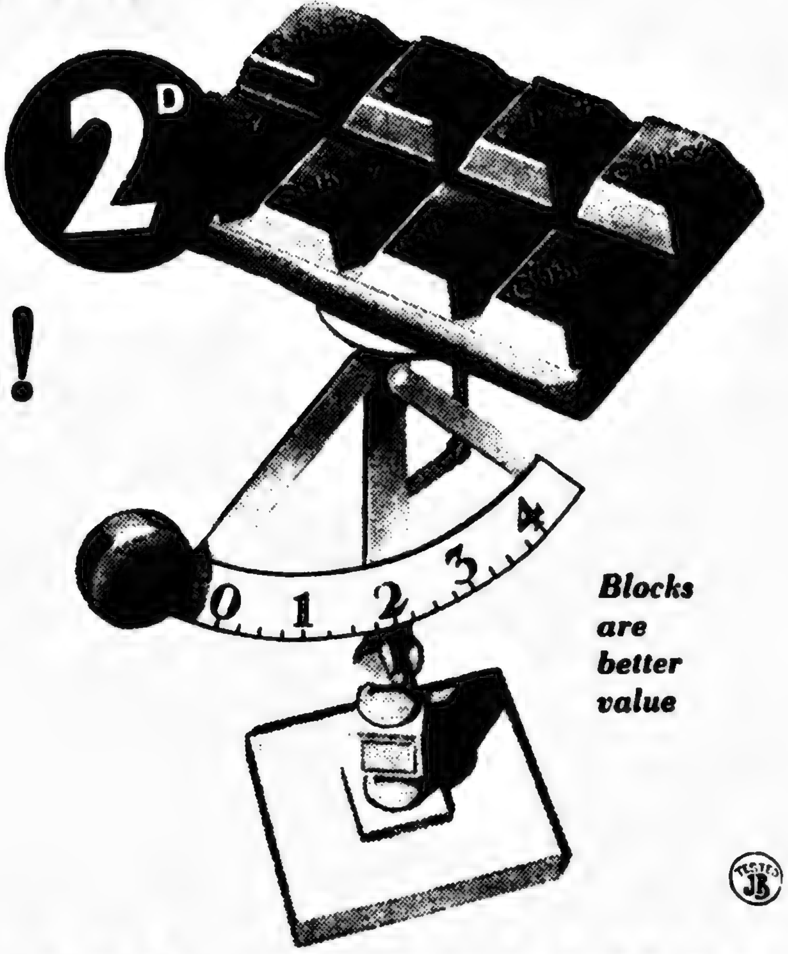
MUSTEROLE
BRAND

MUSTARD OINTMENT MADE IN ENGLAND

Thos. Christy & Co., 4-12, Old Swan Lane, E.C.4

Cadbury's Blocks: **PRICE REDUCED 1930 · PRICE REDUCED 1931 PRICE REDUCED 1932 · AGAIN REDUCED 1932**

The finest value in the shops!



If you spend 2d. on a block of Bournville plain chocolate you know you are getting chocolate of Cadbury quality. Its flavour is assured by Cadburys insistence upon the Empire's choicest cocoa beans; its velvety smoothness is assured by Cadburys wealth of experience and skill. That's why Bournville is the finest plain chocolate.

You also know how much chocolate you are getting: 2 ozs. net—checked and guaranteed.

What better value can your 2D buy?

Blocks are better value

CADBURYS

BOURNVILLE
2oz. BLOCK

HOT BATHS FOR RHEUMATISM

It is a fact well known to the medical profession that in severely painful cases of rheumatism, sciatica, lumbago, neuritis, backache, etc., a course of hot medicated baths at some good mineral spring can always be depended upon to produce quick results. I know from personal experience the good results produced by hot sulphur baths, alkaline and saline baths, mud baths and mineral springs of various kinds; but after trying most of the well-known resorts both here and on the Continent I found a treatment at home which proved even better and certainly more prompt and lasting in its effects, also far more convenient. Never before did I experience the inexpressibly gratifying relief which followed a hot bath in which I had dissolved a handful of 'Reudel Bath Saltrates,' a compound which I obtained at trifling cost from my chemist. An occasional medicated and oxygenated bath thus produced has for nearly three years kept me entirely free of the constant gnawing, grinding, piercing pains, muscular soreness, and stiff joints which once made life utterly miserable for me.
—C. H. N.

STOMACH TROUBLE ENDED AFTER 15 YEARS

Spent Pounds Before Getting Relief

Mr. S. W. Bulman of Heden Road, Hull, writes:

from a recent photo of Mrs. Bulman.

"My wife suffered from stomach trouble for fifteen years, tried nearly everything it was possible to get, spending pounds, without any relief until she tried 'Bisurated' Magnesia which has worked wonders. There is nothing in the world to beat it, and after what I have seen her suffer, absolutely prostrated with pain, I think it is only my duty to sufferers to let them know of your wonderful remedy. An hour before I wrote this she was taken ill and 'Bisurated' Magnesia gave her instant relief and she told me to write straight away to thank you." You can obtain 'Bisurated' Magnesia in powder and tablet forms at 1/3 from any chemist.

EADE'S PILLS

for Rheumatism

MONEY BACK OFFER!

As a practical person you will realise that nothing but the virtual certainty that Eade's Pills will sweep away your pain makes this amazing offer possible. Eade's Pills make no extravagant claims to cure everything. They claim only to be what they are, namely a famous and marvellously successful remedy for rheumatism, rheumatic-gout, gout, sciatica, and lumbago.

If you suffer from any of these complaints buy a 1/3 bottle of Eade's Pills from your chemist to-day. If, after you have taken three-quarters of its contents, you are not satisfied that they are doing you good, return the remainder in the bottle together with its original wrapper, to George Eade, Ltd., Dept. 15 K. 232, Goswell Road, London, E.C.1, and they will **REFUND YOUR MONEY IN FULL!** (This offer will remain open for one month and applies only to the 1/3 size bottles of Eade's Pills.)

READ THIS WONDERFUL LETTER:

Norroy Street, Sheffield. October, 1932.
Sir,—I have been suffering terribly for a long time with Rheumatism and Gout, but after taking a few of your Pills I felt a bit better. They worked wonders for me. I have told my friends about them, and they all say how good they are. MR. A. LUNN.

87 *years' Reputation.* 1/3 *and* 3/- *a Bottle from all Chemists. It is essential to refuse all substitutes.*

FREE! Booklet on the treatment and diet of rheumatism, also free sample of Eade's Anodyne, which is most useful when used in conjunction with Eade's Pills. All post free on application to above address.

"John Bull" Guarantee

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee.

All goods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked—

In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED.
Proprietors of "John Bull."

TRAGEDIES of LOST Trades

"Under the spreading chestnut tree"—but this smith at Stapleford Tawney, Essex, has far fewer brothers of the anvil now . . .

WHAT happens to the goods that go out of fashion, or are superseded by modern inventions?

Or, to take the human aspect, what fate awaits the unfortunate beings who can only ply a dying occupation?—dressmakers in a small way, corset makers, feather-dressers, wheelwrights, blacksmiths and soon, maybe, chimney-sweeps.

The story of those of these people who have escaped the "modern" deluge is a romance showing the triumph of adaptability and pointing to the fact that every craft or occupation, skilfully executed, can be utilised in some way outside its own original orbit.

It is another story, of course, with the goods which have been already made and for which the present-day world has no use; and this serves to prove that the successful men and women are they who know, not what is wanted now, but what is likely to be wanted in the future.

The increase of machinery and modern scientific invention are invariably cited as the causes of death to certain industries; but one thing is abundantly clear — the fickleness of women's fashions is responsible for the decline in many industries.

Some of the hairpin manufacturers would have had to close down had they not been quick to sense that short hair would need something to keep it tidy; hence the birth and subsequent popularity of the metal clip with which the modern girl makes her head look like an evenly ploughed field.

But what has happened to the pads, combs, elaborate slides and hundreds of fancy coiffure accessories which once adorned feminine heads?

And what of small shopkeepers who have large quantities of these articles still in stock, representing, year after year, dead capital which, in other circumstances, would have been earning interest?

"Found dead . . ."

Some time ago, in a small town, there was a case of this kind. A woman who owned a fancy shop was hopelessly overstocked with fancy buttons, pins, whalebone, hooks and eyes, ribbons and collar supports. Fresh stocks of up-to-date goods could not be purchased in sufficient quantity owing to her capital being locked up in these things The end of the story was that the poor woman was found dead one morning, having gassed herself in her despair at the state of affairs.

Quite a famous gunsmith, whose West End business was a household name in shooting circles, had to file his petition in bankruptcy because his customers were all either dying or had not the money to indulge in sport as had been their wont.

Other gunsmiths, however, have introduced sidelines into their business; they are coping with the deluge in that way.

A striking example of a lost trade is the ostrich feather industry Ten years ago there were rich districts in South Africa given up entirely to the farming of ostriches. To-day those districts are no longer rich; the industry to all intents and purposes is no more.

This sad state of things has been brought about because of women no longer trimming their hats with ostrich feathers. Even an attempted revival failed ignominiously, the reason being that the feathers were too cheaply imitated. Fashionable women would not wear them and, subsequently, the Cockney belle deserted what had long been her hall-mark of prosperity.

Feather scarves, trimmings, fans, theatrical dresses still survive in which ostrich feathers are a necessary part, but they are used in infinitesimal degree compared to the old trade in them. Not only are the South Africans sufferers in the decline, but so also are the English workers who curled and trimmed them.

Prior to 1920, we exported £1,775,325 worth of these feathers which we had prepared, but in 1921, despite a slight revival, the entire trade amounted to scarcely more than £11,000.

In 1913 we spent £1,500,000 upon artificial flowers which English and French girls made for all the markets of the world. Not a quarter of that amount is needed to do the business to fulfil to-day's demand.

As late as 1920, women of this country still required £23,000 worth of hatpins, and at that time there was a slump in them. Those in any shopkeeper's stock to-day are lying in drawers and rusting.

Brooms and brushes, too, are fading away. The advance of the vacuum-cleaner has caused the *debacle* in this trade.

Where to-day are men who carry walking-sticks and canes, and the man of the shires who grew and turned a stout English ash? Gone, it seems, with the snows of yesteryear. Only half the number of sticks is purchased nowadays as compared with ten years ago.

Gold watches. We British make the best, but compared with ten years ago only a third of the number is now exported, and only half of the old number used at home. The really skilled watchmaker is becoming a rarity.

Ruthless Fashion

The children who sat on the doorsteps of Buckinghamshire and Bedfordshire village homes have long since found other occupation than strawplaiting, though it is true there was a mild revival in straw hats last summer.

To-day, in many cases, charitable organisations are helping to keep the wolf from the doors of the "little dressmaker" and the stay-maker who flourished in the days before corsets were mentioned. Times have changed for them and younger women in the business are making "ready-mades" for the wholesale houses.

Think of the tragedy of two sisters who carried on a successful little private business for nearly forty years. Gradually old customers died and younger ones began to begrudge the time in "fittings." These latter eventually bought from the departmental stores and two once successful women are eking out their declining days on little more than fifteen shillings a week.

They had not considered the possibility of changing times affecting their business.

There is, however, a brighter side to the picture. The Development Commission of the Rural Industries Bureau has shown how dying industries can be economically adapted to a new world. Here are some details:

There are still about two hundred smiths, seventy-five wheelwrights and fifty saddlers to an English county; and there are four thousand basket-makers scattered throughout the country. In Wales there are a hundred rural textile factories and southern England still possesses numbers of thatchers, rush-plaiters, potters, bowl turners and rake makers.

The blacksmith is no longer a character of every village. More often than not he has now to serve a whole district. The authorities have realised, however, that he must not be allowed to die out, for when agriculture does recover, who is to sharpen the harrows and do all the necessary repair jobs to agricultural machinery?

A helping hand

The blacksmith to-day needs modern equipment for this work and it is being provided under a system of easy payments. Wrought-iron work, so popular with modern architects, is being done also by blacksmiths, artists providing them with both traditional and new designs.

The basket-makers will never suffer the competition of machinery, but wheelwrights can no longer find carts and wagons to repair. But they have not actually gone out of business. These workers are being employed on council housing estates, building poultry houses and doing a hundred and one jobs. And they are acquiring the new arts of motor body repairing and spray painting.

In the case of the Welsh textile factories, outside purchasers for their products were not previously sought. When the miners were prosperous and needed shirts, etc., for their families and themselves the business came to the factories in the ordinary way. But the changed times have had their effect, and a move has had to be made to counteract it.

An association has been formed and a trade-mark registered, and so, with the advice and help of experts, another industry is being saved from extinction.

Quilting, wood-turning and pottery were other dying industries until fresh outlets for them were found. Now, in Cardiganshire especially, apprentices are being sought in wood-turnery.

Providing a remedy is sought in time, it would seem that, despite changing ideas, new machinery and varying fashions, there is always some outlet for a skilled craftsman in any trade so long as he will adapt himself to new conditions.

For those who are threatened by the trend of the times that is the only way to avoid coming into the category of victims of a "lost trade."

THE perfect FOOD DRINK

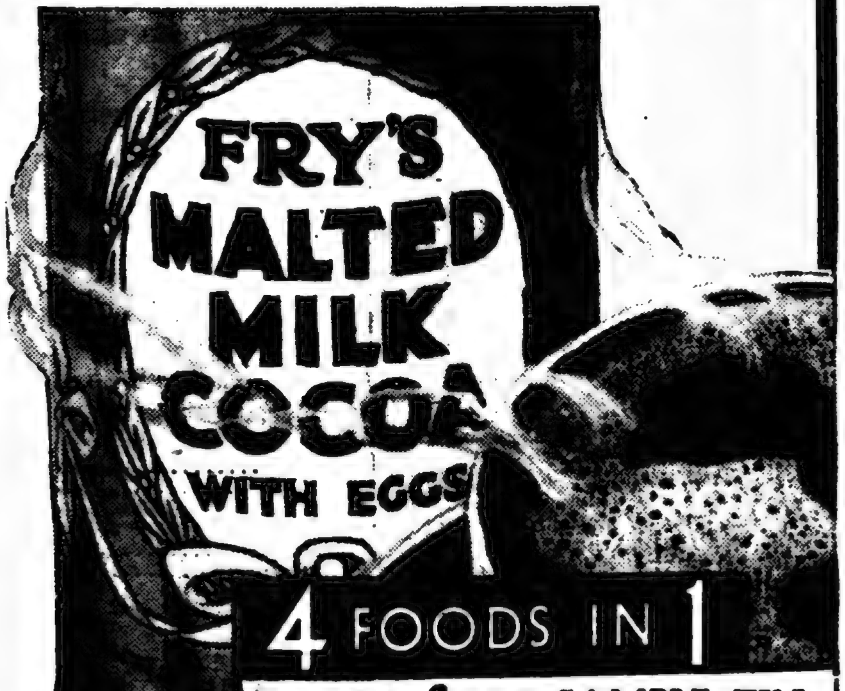
costs only 7½d

ONLY 7½D for a full ¼ lb. guaranteed net weight of this perfect food-drink.

ONLY 7½D for a food-drink supremely easy to digest, delicious to drink, and simple to prepare.

ONLY 7½D for the most nourishing food you can drink, a balanced blend rich in nature's most strengthening foods – Pure British Liquid Malt Extract, Pure British Milk, English Farmhouse Eggs and Fry's Famous Cocoa.

★ **THE MOST NOURISHING FOOD YOU CAN DRINK**



4 FOODS IN 1

PER ¼ LB. 7½d.
DOUBLE SIZE 1/2
1-lb. SIZE 2/2

These prices do not apply in the Irish Free State

LARGE *free* SAMPLE TIN

For a free sample please PIN a 1½d. stamp (which is less than half the cost of packing and postage) to this coupon. Write your name and address in CAPITAL LETTERS and post the coupon to J. S. FRY & SONS, LTD., M.M.C. DEPT. 8A, UNION STREET, BRISTOL. (Only one sample to each family.) PIN your stamp to coupon. Please do NOT stick it. J.B. 14/1/33.

Name ....

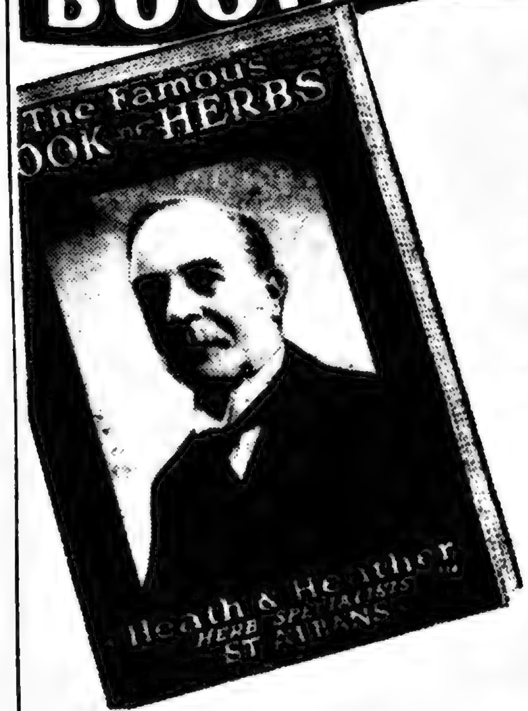
Address...

Town.. *County*..........................

Please seal your envelope and use a 1½d. stamp. This offer is available for residents in Great Britain and Northern Ireland *only.*

M.M.264.311032

This Famous HERB BOOK sent FREE!



156 pages. Profusely Illustrated Coloured Plates.

Hundreds of thousands of people have had a copy of this famous book, and convincing testimony has been received of remarkable results effected by the Herbal Remedies recommended. YOU should know the VITAL IMPORTANCE of Herbs to your Health. A copy of "The Book of Herbs" is waiting to be sent to you, in return for the coupon below. FREE and POST FREE.

In every field, hedgerow and garden there is a Herbal treatment for almost every ailment. But for treatment to be effective and lasting, the Herbs must be harvested at the right time, dried under conditions that will retain their curative values, and special methods of preservation must be adopted in storing and packing them to ensure their reaching the patient in fresh condition, with their curative properties retained in full. Herbs supplied by Heath and Heather, Ltd., fulfil these essential requirements. They are practically all of British origin. Our enormous business, the largest retail Herbal business in the world, has been built up by personal recommendation, and you may be sure that we value our Reputation too highly to offer anything but the finest quality products.

CONTENTS OF HERB BOOK

ARTICLES, NOTES, Etc.

Constipation a Bad Habit.
Eczema and Psoriasis.
Health "Don'ts."
Health Hints.
Herbs v. Minerals.
Internal Disinfectants.
Lemon Juice.
Questions We Are Often Asked.
Skin Diseases.
Uric Acid.
Vitamins.
What is Wrong with the Health of the People?

HERBS AND PILLS.

Anaemia.
Anti-Fat.
Backache and Kidney.
Bath.
Blood Pressure.
Blood Purifying.
Chest.
Complexion.
Constipation.
Cordova Tea.
Cough.
Eye Lotion.
Fits.
Goitre.
Hair Tonic.
Health.
Incontinency.
Indigestion.
Influenza.
Insomnia.
Kidney.
Liver.
Nerve.
Neural.
Pile.
Pot Pourri.
Poultice and Embrocation.
Rheumatism.
Sciatica.
Stomach and Liver.
Thin People.
Tonic.

OINTMENTS.

Antiseptic.
Chilblain.
Discutient.
Eczema.
Healing.
Marshmallow.
Mus-gar.
Pile.
Psoriasis.
Rheumatism.
Ringworm.
Varicose.

MISCELLANEOUS.

Toilet Requisites.
Soap, Bath Crystals.
Hair Tonic, etc.
Fragrant Herbs.
Herbal Cigarettes.
Herbal Smoking Mixture.
Health Beverages.
Medicated Pastilles.

CAPSULES.

Train and Sea-Sickness.

HEATH and HEATHER Ltd
Herb Specialists **ST. ALBANS**

Post this Coupon NOW

To HEATH & HEATHER, Ltd.,
Dept. J.B.2, St. Albans, Herts.

Please send me FREE, and without obligation on my part, a copy of "The Book of Herbs."

NAME ....

ADDRESS ....

....

Post in an unsealed envelope bearing ½d. stamp.

GASTRIC ULCERS FOR SEVEN YEARS.

"Different Man After First Bottle."

If you suffer from indigestion in any form you ought to read this letter. A formula which will relieve seven years of suffering is something you ought to know. It is an unsolicited letter from Mr. G. A...... of Tunbridge Wells:—

"Having been a sufferer from gastric ulcers for the past six or seven years, and getting no relief from anything I tried, I thought I would give your Maclean Brand Stomach Powder a trial. I must honestly say that from the very first bottle I felt a different man, and I can now eat anything I like without the least sign of pain: what used to be agony is pleasure, and I have only to take an occasional dose to keep my stomach in proper working order.

"I have recommended it to lots of people with good results and praise."

Remember this: Maclean Brand Stomach Powder is no quack medicine. Its formula is known to the whole medical profession and is in daily use in all the leading hospitals for all kinds of indigestion and gastric trouble with simply amazing results. You ought to try it to-day.

But be sure to ask your chemist for the genuine Maclean Brand Stomach Powder under that exact name, with the signature "ALEX C. MACLEAN." It is not sold loose, but only in 1/3, 2/- and 5/- bottles, in cartons, of Powder or Tablets.

New White Skin— in 3 Days

WHAT MICROSCOPE REVEALS

Science now knows that every enlarged pore is due to skin pore irritation—then come blackheads, wrinkles of fatigue and coarse discoloured skin.

The new Crème Tokalon, White Colour (non-greasy) dissolves pore-deep dirt and soothes irritated skin pores. Blackheads fall away. Enlarged pores are contracted. Coarse, dark skin is softened and whitened. This new Crème Tokalon, White Colour, contains predigested dairy cream and olive oil combined with whitening, tonic and astringent ingredients. It keeps the driest skin delicately moist and fresh. Takes the shine off a oily or greasy skin. Gives indescribable new skin beauty and freshness — such as can be obtained in no other way.

FREE: By arrangement with the manufacturers, any reader of this paper may now obtain a De luxe Beauty Outfit containing the new Tokalon Skin-food creams (rose for the evening, white for the day). It contains also trial packets of Tokalon "Mousse of Cream" Powder. Send 3d. in stamps to cover cost of postage, packing, and other expenses. Address: Tokalon Ltd. (Dept 422K). Chase Road, London, N.W.10.

FOR YOUR KIND OF RHEUMATISM

Gout
Cramp
Backache
Sciatica
Neuralgia
Nerve Pains
Kidney Troubles
Influenza
Lumbago, etc.

Uric acid poisoning is the *one* cause of all these forms of rheumatism. They can *all* be cured by URACE Brand Tablets, which dissolve and remove the acid. They banish pain and purify the blood.

WRITE FOR FREE SAMPLE to URACE LABORATORIES (Dept. 53), 33, Banner Street, London, E.C.1.

1/3 3/- 5/- from your chemist

URACE BRAND TABLETS

Here are beauty culture students working on human "examination papers" in order to qualify for positions in beauty parlours

THE £3,000,000 Skin Game

A DINNER at a reasonably good restaurant—or a shampoo and a wave?

They both cost about the same, but ask any ten girls you might meet which they would prefer. Typists, shop girls, factory girls, "home" girls, whatever they are, eight of them would decide without a second's hesitation to go without the dinner.

So the beauty trade confidently says, and it should know what it is talking about, for in ten short years this trade has grown from a business with a total turnover of a few hundred thousand pounds to the position of a staple industry.

British women are now spending close upon £3,000,000 a year in hairdressing establishments and beauty parlours throughout the country.

Three millions is a lot of money to be spent in any business. A trade which gets it has a right to call itself a "staple" industry. And just now the beauty trade is asking to be taken seriously and, what is more important, is taking itself seriously.

Only a few years ago, whoever heard of any woman, except a few of the very rich, visiting a hairdresser and embarking on a course of beauty treatment? There were a few score establishments in all which catered for this need, and those chiefly in London and in one or two of the very large towns.

Good business!

To-day there are pit villages which can boast their "beauty" shops, and the service they give there for shillings has scarcely any radical difference from what is given in Mayfair for guineas.

There are, in fact, so many "establishments" to-day that even the organisers of the trade themselves do not know the number—within a thousand or so.

It is a trade which, if it is providing Rolls-Royces for a few, is also keeping a good many thousands of larders well filled, even in these hard times.

Some queer things have happened in this trade in its ten years of boom growth from scissors, comb and curling tongs to high-frequency apparatus and "mud packs."

Once it was purely a craftsman's job. It still is a job for craftsmen and craftswomen, but it has gone on since then and has drawn practically every branch of science within its scope.

Chemists, electricians, surgeons and even engineers are now playing their parts, not only in the giant factories which have been created to supply the demand for cosmetics and for equipment and apparatus, but also in the beauty shops themselves. Their combined efforts are to be seen in the West End of London at a shop which guarantees to remove three or four pounds of superfluous weight from a client in the course of a morning.

The treatment consists first of half an hour's exercise on ingenious machines installed in the shop's gymnasium; then a wax bath, followed by a cleansing massage and then more exercise.

It sounds difficult and complicated and the cost works out at about sixpence a minute. They have yet to get a jockey or lightweight boxer anxious to shed poundage within that shop, but they get many a woman to whom that extra pound or two is just as great a dread.

The "wax bath" is worth a line or two.

The "patient" lies in a kind of cradle made of basketwork which is lined with waxed paper. Then warm, medicated wax is poured in until all but her head is covered. She stops there for an hour and the wax partly sets.

When at length the "patient" sheds the mould which encases her, she has lost several pounds.

To a woman whose visits to a hairdresser and beauty parlour are confined to an occasional hair cut and wave such a process may seem the wildest freak extravagance, even though it *does* do its job.

But what would she say of another establishment in Mayfair, where, for from £800 to £1,000, they guarantee to remove ten to twenty years from your appearance?

A few hundred years ago men squandered all their possessions and thirsted and died in years-long searches through the tropical jungle for the mythical fountain of eternal youth.

Now, if they wish it, they need only take a 'bus to Bond Street.

It takes nearly a year of weekly visits to this establishment to achieve the full results. Hence, presumably, the cost.

Quite simply, what happens for your £1,000 is this: They take a tuck or two in your face. The tucks are taken in on the skin at the back of your head, beneath your hair, and this has the effect of smoothing out all the facial wrinkles and other marks of Time.

A surgeon slits the scalp slightly and inserts the tucks at the first visit. Thereafter the client calls daily for a month and is face-massaged for an hour. Later she has only weekly massages until about six months have elapsed. Then she has another tuck operation to take up the slack created by the massage.

New faces for old

A little more face pummelling for a few months and then—presto!—a completely new face, unlined, fresh and young.

The arrival of surgeons into the beauty business is revolutionising it.

Creams and lotions make a pretty woman lovelier and help her to retain her looks. But they don't help a badly shaped nose, or mouth or chin, and they don't conceal or alter it. The beauty surgeons can, however.

For from £6 to £10 you can have a nose altered to any shape you like, simply, painlessly and permanently. Mouth corners and ears are easy, and alteration charges are about the same.

They can even alter the shape of your eyes without, it is claimed, leaving any marks, and certainly without any ill-effects on your sight.

As to the smaller blemishes like moles and birthmarks, there is no longer reason for any person to suffer discomfort from their presence. They can be removed for ever for from 10s. 6d. to a guinea by almost any one of these facial surgeons.

The work of some of them seems absolutely miraculous. There are already thousands of people walking about the streets of London and other large cities with reconstructed faces, either as improvements on what Nature presented them with or as cures from accidents.

It is a chastening thought, though, that all this wonderful work which is being applied to beautifying the plain has arisen from suffering.

The facial surgeons have all learnt their trade from the work done on terribly wounded, face-shattered men in the war.

There were miracles accomplished then. Led by Bond Street, the £3,000,000 beauty business is applying them to-day.

But the backbone of the trade is not the freak treatment at enormous fees nor the "reconstruction job," successful and marvellous as they are. It is the money spent by working girls and housewives on beauty aids which is putting the trade where it is.

Price of beauty

A survey was recently undertaken among City typists in an endeavour to find out how much they spent on hairdressing and cosmetics.

The girls were selected at random and none of them earned more than £2 10s. a week. Taken over an average, each one of those girls spent 4s. 6d. a week.

The average budget was:

	s.	d.
Shampoo and wave	1	6
Face powder	0	7
Vanishing cream	0	4
Face cream and night cream	0	6
Rouge	0	2
Lipstick	0	3
Manicure and lemon	0	7
White "Vaseline"	0	1
Toilet soap	0	3
Cotton wool	0	3
	4	6

In America, they say, working girls spend 25 per cent. of their incomes on beauty aids, and even those out of work during the depression go without meals for two days to remain smartly turned out and to look their best for the rest of the week.

And with one accord the girls themselves, the Press, and also their potential employers, are saying "it's worth it."

English women are not yet "complexion conscious" to that extent. Perhaps they have no need to be, but—4s. 6d. out of £2 10s. seems a lot of money.

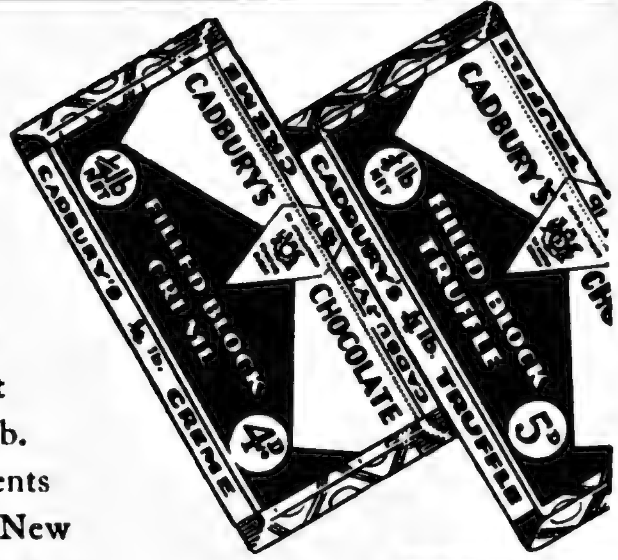
Still, they hearten themselves and they gladden us by that 4s. 6d. well spent, and they keep a good many factory chimneys smoking where none smoked before.

So who dares to be the first boor to say "it's not worth it"?

STILL BETTER VALUE

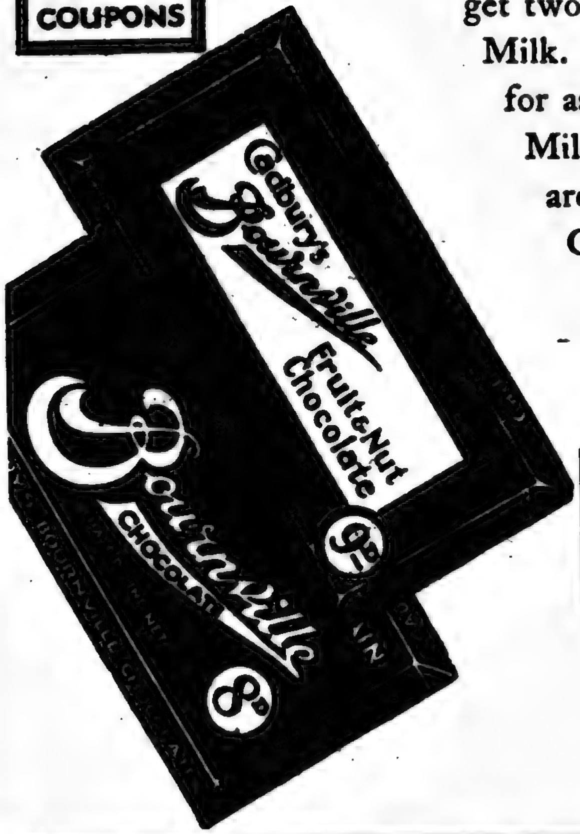
IN THESE GIFTS

NOW ONLY
11
COUPONS


CADBURY'S
FILLED BLOCK
CREME
¼ lb.
4d
CADBURY'S ¼ lb. CREME
CADBURY'S
FILLED BLOCK
TRUFFLE
CHOCOLATE
¼ lb.
5d
CADBURY'S ¼ lb. TRUFFLE

For only 13 coupons instead of 16, you can get two ½-lb. blocks—Cadbury's Milk and Nut Milk. Or Bournville Plain and Fruit and Nut for as little as 11 coupons. The popular 1-lb. Milk Tray or ½-lb. King George Assortments are down from 20 to 18 coupons each. New Gifts, at new record values, are three ¼-lb. blocks, Bournville Plain, Milk and Nut Milk, for 9 coupons. Or two ¼-lb. blocks, Creme and Truffle for 6 coupons.

6
COUPONS


Cadbury's
Bournville
Fruit & Nut
Chocolate
9d
Bournville
CHOCOLATE
8d

BOURNVILLE

COCOA

MADE BY CADBURY, IN THE FACTORY IN A GARDEN.

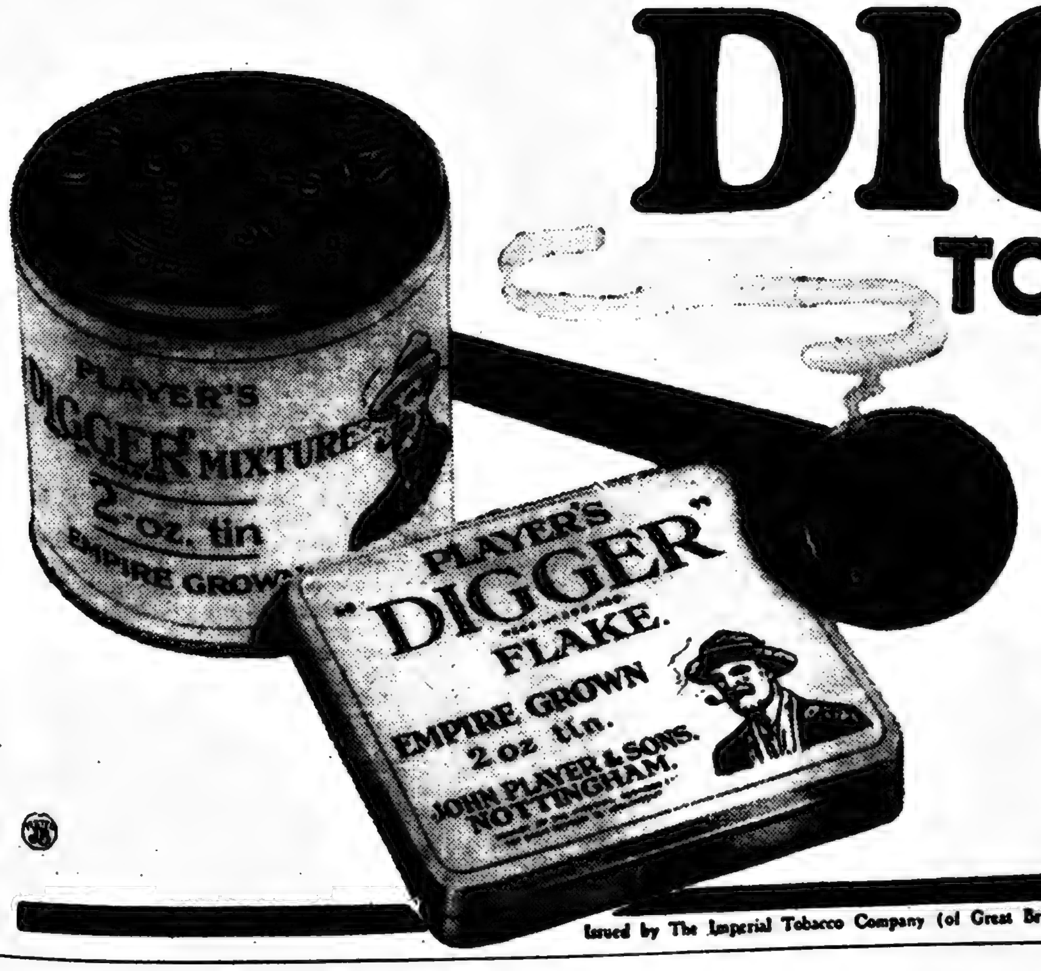
Smokers who want Quality

find sure Satisfaction in this Famous Brand

PLAYER'S

DIGGER

TOBACCOS


PLAYER'S
DIGGER MIXTURE
2-oz. tin
EMPIRE GROWN
PLAYER'S
"DIGGER"
FLAKE.
EMPIRE GROWN
2 oz tin.
JOHN PLAYER & SONS.
NOTTINGHAM.

DIGGER FLAKE
DIGGER MIXTURE
DIGGER CUT PLUG
DIGGER HONEYDEW
DIGGER SHAG
DIGGER BLACK CUT CAVENDISH

PER 8D OZ.

Issued by The Imperial Tobacco Company (of Great Britain and Ireland), Ltd. P.D.10.B.

WIRELESS—My New World

by a BLIND LISTENER

TEN years ago I lost the use of my eyes. There followed four years of painful mental adjustment during which I gradually acclimatised myself to the idea of a world of unrelieved blackness.

Then I acquired a wireless set, and *life began again*. . . .

No less extravagant statement can express the revolutionary change it has brought about in my own outlook on things; in the potentiality for enjoyment which the world has to offer to one who has lost "that one talent which is death to hide."

When I say the wireless has created my world anew, I mean that my loud-speaker has again put me in touch with interests which I once thought were closed to me for ever. After all, every item which you, endowed with the blessed gift of sight, enjoy is devised on the supposition that you are "blind."

Broadcasting is one of the few forms of human activity which I can enjoy and enter into on equal terms with those who can see. . . . In fact, in the matter of grasping quickly exactly what the people in the broadcasting studio are trying to convey, I am in all probability quicker in the uptake than you are!

The loud-speaker brings all the thrills of a Cup Final to blind soldiers at St. Dunstan's

Link with the world

The very first boon which my loud-speaker conferred on me was to restore a good deal of the self-confidence of which the loss of my sight so abruptly robbed me.

I found that more and more of my friends and relations were relying on broadcasting to provide them with their chief impressions of the greater world outside their own immediate circumstances. In this respect I had only to listen to become as well informed as they.

And it is, I think, this feeling of being in the stream of current events instead of limping outside which is the greatest boon conferred by wireless on the blind listener; the feeling that he is of the world instead of being remorselessly shut out in an impenetrable cavern of perpetual darkness.

Now, as I listen day after day to the constant stream of entertainment and information which comes from my loud-speaker—that stream which conveys an accurate picture of the outside world to the active brain behind my sightless eyes—I find it hard to be as critical as apparently so many wireless enthusiasts are.

When people read out certain listeners' inane letters condemning offhand this, that or the other feature of the programme I at once feel constrained to defend the criticised item sturdily, for the very good reason that there are so few items which I could afford to be without!

When I first became a listener it was the items which most vividly created the world I had once known which made the strongest appeal—running commentaries on great sporting and other events, for instance.

Never have I felt as excited as when I heard my first commentary on a football match, with the Arsenal team playing I could imagine every movement of the ball, every surge of the great crowd, as vividly as if I were there, and it brought back memories of a hundred glorious Saturday afternoons.

Then there were the Grand National, Derby, and Schneider Trophy broadcasts, and, most recent of all, Miss Amy Johnson's account of her flight to the Cape.

When I hear broadcasts like these I recapture once again the thrill of being one of an excited crowd, only that I get a more realistic sense of the event than I used to when I was actually present.

As an old music-hall enthusiast, vaudeville programmes re-created a part of the world I knew. I cannot have too much "variety," and only wish that the turns were not quite so "refained." A little more boisterousness and exuberance would not come amiss.

Give me thrills!

Radio drama *via* the loud-speaker is another item which compensates me for my inability to enjoy the theatre proper. The more thrilling it is the better I like it. And then there are the talks, for which I hereby proclaim myself an out-and-out enthusiast.

There is hardly one to which I cannot listen with enjoyment from the life and loves of the tadpole to the National Lectures. They have to me become to a large extent a substitute for books and newspapers, and are now an inseparable part of my life. For me, they provide a window on the world for which there is no substitute.

But, speaking as a blind listener, the greatest miracle of broadcasting is that it has created for me an entirely new world of ideas and interests which was foreign to me before I lost my sight; interests which I should probably not have cultivated had I not had to rely so much on wireless.

Keener delights

Take music, for example. Before I had my wireless set, music was just a pleasant noise. Then I began desultorily listening to the music broadcasts to schools, and later to Sir Walford Davies' evening talks on music. And a fresh avenue of experience opened to me. I discovered music, real music, for the first time.

And here was I listening to all kinds of items at which I should have probably sneered in the old days—debates, discussions, even poetry. I learned that there are actually new worlds waiting for all of us, because what we call our "world" is merely that infinitesimally small portion of experience on which we choose to concentrate our attention.

My loud-speaker increased the area of experience on which my own attention was focused.

I remembered Robert Louis Stevenson's jingle, "The world is so full of a number of things. I'm sure we should all be as happy as kings," and because my loud-speaker had introduced me to so many enjoyable "things" these words took on a new significance.

It even changed the face of Britain for me. When I could see, I "saw" the smiling face of our countryside with a superficial eye But I never saw it as vividly as through the eyes of Mr. S. P. B. Mais in his talks on England.

Wireless is actually teaching me a deeper appreciation of the beauties which I shall never see again; wireless is making my memories even more memorable.

If I have any complaint about the programmes in general, it is that they do not last long enough. But I would not end on a complaining note.

Broadcasting means far too much to me. I know of only one thing which would compensate me for its abolition—and that is the restoration of my sight.

As this is impossible, long live the B.B.C.!

Race with "Silver Ring"

Another EPINARD?

A CONTINENTAL friend has advised me to include Le Becau in my Lincolnshire selections. He writes of the four-year-old as "another Epinard," and, providing the horse is reasonably handicapped, he considers his chance equal at any rate to that of Sir Gallahad III. and Tapin, both of whom won the French Two Thousand Guineas before capturing the Carholme handicap.

Le Becau is a son of the Aga Khan's useful stayer, Zambo, out of Becassine. He won the French Guineas in a hack canter, his only notable triumph.

If he is let in under 9 st. he will certainly have to be considered, but I do not expect our handicapper to be caught napping.

I recollect that Tapin, once he was over here, was reported to have contracted boils. He went out in the betting to long odds, came back with a rush and, starting at 9 to 1, won easily.

Le Becau, if considered as good as Epinard, may be given the same burden allotted to that famous French horse—10 st. In this case he would not be sent across the Channel.

My advice at the moment is to note Le Becau and have a little ante-post wager on TOTAIG. He cannot be overweighted.

At Windsor this week-end racegoers should follow the money. For stay-at-home punters I suggest Golsoncott, Black Admiral, Prudential and Kinmount.

"SILVER RING'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, January 12, to Wednesday, January 18.

P	U	X	Z	R	98	T	F	O	A	Q	C	93	B	94	M
V	Y	97	L	W	N	96	G	S	K	H	J	I	95	E	D

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below.

KVSO96KOU would read APOSTASY.

Where a double letter occurs in the name of a horse the figure 2 is substituted. R94Z29398F96S98 would read WELLINGTON.

Don't Wear a Truss!

After thirty years' experience an appliance has been invented for men, women, and children that cures Rupture.

Sent on Trial.

If you have tried almost everything else, come to us. Where others fail is where we have our greatest success. Send attached coupon to-day and we will send you free our illustrated book on Rupture and its Cure, showing the Appliance, giving you prices, and names of many people who have tried it and are extremely grateful. It is instant relief when all others fail. Remember, we use no salves, no harness, no lies

From a photograph of Mr. C. E. Brooks, Inventor of the Appliance, who cured himself, and whose experience has since benefited thousands. If ruptured, write to-day.

We make it to your measure and send it to you on a strict guarantee of satisfaction or money refunded, and we have put our price so low that anybody, rich or poor, can buy it. We send it on trial to prove that what we say is true. You are the judge, and once having seen our illustrated book and read it, you will be as enthusiastic as the thousands of patients whose letters are on file in our office. Fill in the free coupon below and post to-day to either the London or Manchester address, whichever is more convenient.

Free Information Coupon
BROOKS APPLIANCE CO., LTD.,
(482H), 80, Chancery Lane, London, W.C.2.
(482H), Hilton Chambers, Hilton Street,
Stevenson Square, Manchester, 1.

Please send me by post, in plain wrapper, your Illustrated Book and full information about your Appliance for the Cure of Rupture.

NAME ....

ADDRESS..............................

Please write (plainly) ....

New Way to Banish UGLY HAIR

SENSATIONAL DISCOVERY OF BRITISH SCIENTIST

To-day in 3 minutes you can say goodbye forever to all unwanted hair and have smooth white arms and legs free from the slightest trace. Wenlo-White, a remarkable substance recently discovered by a British Scientist, destroys the keratin in the hair and hair roots. The hair just falls away as if by magic. Wenlo-White is now contained in the NEW VEET—a delightfully perfumed white cream. Look on the label for NEW VEET.

FREE. By special arrangement with the manufacturers, every woman reader of this paper can obtain a package of NEW VEET, containing Wenlo-White ABSOLUTELY FREE. Send 3d. in stamps to cover cost of postage, packing and other expenses. Address: Dee Health Laboratories, Ltd., (Dept. 32H), Cunard Road, Chase Estate, London, N.W.10.

INFLUENZA

A little Nostroline Nasal Specific smeared in each nostril protects against Influenza. Acts in 30 Seconds.

"Nostroline" clears the head, stops discharge, soothes away nasal inflammation. Instantly relieves stuffiness and Catarrh. Safe for youngest child. All Chemists 1/3 and 3/-

Free Sample from "Nostroline" J.20, Clifton, Bristol.

'NOSTROLINE'

Oh, what Joy! to be Free *rom* LEG TROUBLES

Here is your great opportunity!

FREE

A generous Sample of this Wonder Treatment

Simply fill in the Coupon for a Free Sample and a Special Free Booklet fully explaining Elasto, the New Biological Treatment. These, together with copies of recent testimonials, we will gladly send privately, post free. Don't lose another moment! Write for these to-day—NOW, while you think of it! Or send 5s. for a full month's treatment (in plain wrapper) and see for yourself what a wonderful difference Elasto Blood Treatment makes!!

THE NEW ERA TREATMENT CO., LTD.
(Dept. 15 N.), Cecil House, Holborn Viaduct, London, E.C.

THE WONDER WORKER

Elasto
Regd
REMEDY
GRADE
STANDARD
ELASTO RESTORES THE NATURAL POWER OF HEALING TO THE BLOOD
The NEW ERA TREATMENT COMPANY
CECIL HOUSE HOLBORN VIADUCT
LONDON E.C.
Elasto

A Wonderful
NEW TREATMENT
THAT WILL SAVE YOU
POUNDS

What is Elasto?

ELASTO is something new to curative science; it is based on the knowledge that varicose ailments and relaxed conditions generally with their numerous developments and widely-varied symptoms, are *deficiency diseases*; that in all such conditions there is a lack of certain *vital constituents of the blood.*

Owing to this lack, the body is unable to evolve the elastic tissue needed to maintain the vein and arterial walls and the membranes in healthy condition, and a varicose or relaxed condition results.

Elasto restores to the blood the vital elements that combine with albumin to form elastic tissue and thus enables Nature to effect a cure in a perfectly normal manner.

There is no chance-work about Elasto; it brings into play Nature's own laws of healing. Elasto is not a drug, but a vital cell food which *must be present in the blood to ensure complete health.* It is prepared in tiny tablets, to be dissolved on the tongue, and is the pleasantest, the least costly and the most effective treatment ever devised.

Elasto conquers varicose veins, ulcers, eczema, psoriasis, phlebitis, thrombosis, muscular weakness, swollen legs, inflamed wounds, gout, rheumatism, neuritis, and all those troubles generally known as bad legs.

Elasto also conquers piles, prolapsus, varicocele, hardened arteries and glands, arthritis, sciatica, lumbago, and all relaxed conditions, no matter where they occur.

Nothing even remotely resembling the New Elasto Treatment has ever been offered to the public before. This new biological treatment actually restores the natural power of healing to the blood.

"I Feel Fine."

"For years I had suffered with swollen legs and ankles, and at different times they have turned to nasty ulcers, and I have been unable to walk about, being in such agony. I had tried all sorts of ointments, etc., and had spent a lot of money trying to get my legs well again. Then I saw your Elasto advertised and decided to try it, and after taking this pleasant treatment for a time I am pleased to say that my legs are quite well again. I can now get about freely and do all my work and feel fine; it is such a relief to be free from constant pain.

"I hope other sufferers will see this and try Elasto for themselves, as it is really wonderful."

B.1099 *Mrs. M—— B——*

What other users of Elasto say:

"No sign of varicose veins now."
"Elasto put new life into me."
"Wonderfully active at 80."
"My Doctor highly praises Elasto."
"Now walk long distances with ease."
"Elasto has cured my bad legs."
"Worked wonders; legs quite clear."
"Cured my rheumatism and neuritis."
"Now free from piles."
"I feel 10 years younger."
"It put me on my feet."
"Varicose veins completely gone."
"All signs of phlebitis gone."
"Completely cured my varicose ulcers."
"I am now free from pain."
"My skin is as soft as velvet." Etc.

These extracts from testimonials are typical of the general chorus of praise which has greeted this wonderful new blood treatment—Elasto.

Now Available for All!

ELASTO—The Great National Remedy for Diseases of the VEINS and ARTERIES, and all ailments arising therefrom.

YOUR FIRST STEP
FILL IN THIS COUPON

THOSE LEG PAINS USUALLY MEAN VEIN TROUBLE

You may not be aware that you are suffering from varicose veins, but, remember, it is not always the surface veins merely that are affected; as a matter of fact it is often internal (and invisible) varicose veins that are the most painful and frequently lead to ulceration, setting up those distressing ailments known as bad legs. Be wise in time; get rid of those leg pains now, before the trouble becomes more serious.

JOHN BULL COUPON

for Trial Sample of Elasto.

THE NEW ERA TREATMENT Co., Ltd.
(Dept. 15 N.), Cecil House,
Holborn Viaduct, London, E.C.

Please send me Free Sample and Special Free Booklet fully explaining the Elasto Treatment.

Please Print in Capital Letters.

NAME..

ADDRESS..

....

....

My Ailment is ....

John Bull Jan. 14, 1933.

ELASTO THE NEW BIOLOGICAL TREATMENT — CURES THROUGH THE BLOOD

Don't Suffer a day longer in Silence—

Test This Remedy for

PILES!

A trouble not talked about. Suffering maddening irritation and untold pain—let us help you this way FREE.

Man Zan Brand Pile Remedy is a soothing, healing balm that, persevered with, does end this wretched trouble.

Man Zan Brand Pile Remedy is no ordinary ointment, but a special preparation solely for those with pile trouble. It is prepared in a special nozzle-applicator tube, making it simple and clean to use.

Thousands have proved this. Make your own first test free.

When you have used your free supply and know that this splendid specific does immediately relieve intense irritation and pain, ask your chemist for a 3/- supply of Man Zan Brand Pile Remedy, or send direct to the manufacturers (address below).

For free supply (sent in plain wrapper) send name and address to E. C. De Witt and Co. Ltd. (Dept. R21), Croydon.

MANZAN

BRAND PILE REMEDY

engineers

LET'S GO INTO THIS TOGETHER

YOU MAY HAVE THIS 250 PAGE BOOK ABSOLUTELY **FREE!**

All we ask is the chance to prove to you that you can earn £300, £400, £500 per year and more. Other men are doing it and you can do the same.

The first thing to do is to send for our FREE Handbook "**ENGINEERING OPPORTUNITIES.**" This 250-page book contains details of **B.Sc., A.M.I.C.E., A.M.I.Mech.E., I.E.E., A.M.I.A.E., M.I.M.T., G.P.O.,** etc. Exams., outlines Home-Study Courses in all branches of **Civil, Mech., Elec., Motor, Aero, Wireless and "Talking-Picture" Engineering,** and explains the advantages of our unique Employment Dept. We urge you not to neglect our offer. Send for your copy of our Handbook to-day, **Free** of *any* charge.

BRITISH INSTITUTE OF ENGINEERING TECHNOLOGY,
56, Shakespeare House, 29/31, Oxford Street, London.

THE BIG TWO

RACING

BET WITH THE "BIG TWO"

THE SAME GENEROUS TERMS

as offered by the "BIG TWO" for the Flat apply to Racing under National Hunt Rules.

FIRST FAVOURITES

accepted for Singles, Doubles and Accumulators.

LETTER COMMISSIONS accepted from 1/- up to any amount in accordance with rules.

THE BIG TWO

FOOTBALL

ALL BETS ARE SAFE WITH THE "BIG TWO"

ALL CUP TIES and LEAGUE MATCHES

are included in

THE "BIG TWO" 'CHALLENGER' FOOTBALL LISTS

NOTHING BARRED
NOTHING STARRED

14 LISTS TO CHOOSE FROM

THE BIG TWO

DAVID COPE
& ALFRED H. MAURICE, LTD.,
227, BATH STREET, GLASGOW, C.2

The Best Thing in MY LIFE

THE thing that through life's bitter trials and sorrows, losses and disappointments—and I've had my full share—has never failed me, and has given me new strength and courage to go on, is the blessed Star of Hope.

Now, when well beyond the allotted span, I am still able, and with renewed energy, at the beginning of a new year to lay plans and map out work which I hope to accomplish.

I have found that hope, anchored to steadfast trust in the guidance of a Higher Hand, is life's best comfort and reviver.—*Tibbie, Midlothian.*

No Failure

I am sure that many childless wives would be childless no longer if they could experience the joy that a little child brings to a home.

When mine arrived, monotony and dullness were magically transformed to a fairyland of joy and contentment where baby reigns supreme.

No longer do I mope and wonder if marriage is a failure, for I am too busy to worry now, and hubby and I are drawn closer together.—*E. D. R., Broadheath.*

Safe and Sure

Religion, a consciousness that obedience to a Higher Power is the only sure and safe principle of conduct.

To believe that right conquers might; that law prevails over chaos and anarchy; that purity, goodness, truth, justice, courage, unselfishness and devotion are eternal—that is my faith.

And to know, in the darkest night, when all seems against me here below, and all goes wrong, that I have a Friend that sticketh closer than a brother, Who will never fail me.—*H. P., Wrexham.*

Trouble's Solace

Work. I do not say this for pecuniary reasons, but because it has been a solace to me in times of trouble—a diversion alternating with leisure, making that more appreciated.

It keeps me actively interested and in touch with the aims of my fellow-creatures, creating an incentive in life and preventing boredom.—*G. M., Staffs.*

Hero or Villain

Books. Through them I can travel the seven seas and visit the countries of my choice.

In reading them I forget all cares and realise my ambitions. I can be hero, villain, lover or beloved, just as I wish.

I can rule an empire, fly to Mars, and yet I don't need to move from my armchair.

Can you wonder that books are the best thing in my life?—"*Kniga,*" *Glasgow.*

Happy Hours

My garden to me means health, joy, peace and happiness. How beautiful it is to be in God's fresh air, to cultivate the soil, sow the seeds, and watch with keenest interest their growth and progress.

I work among the trees, shrubs, plants and flowers, drinking their fragrance and admiring their beauty and grace.

Happy have been the many hours spent in my garden, far from the worry and bustle of the town.—"*A Gardener's Daughter,*" *Lenton.*

What Better?

A little woman who calls me her "Bill." She is waiting at home for me now with a blazing fire in the grate, and a table provided plentifully with those things that she knows are my "little weaknesses."

There will be a welcoming smile and a kiss for me on my arrival, and the atmosphere of cosy comfort which she inspires, and which pervades our nest, like a magic wand dispels the worries inseparable from modern business.

What can one want better?—*W. W., Ipswich.*

Upward

Looking back over thirty years of struggle from a farm lad to a professional man, I can see only one thing that has made success possible—a determination to succeed and to make failures the stepping-stones to further success.

Each step upwards was preceded by a slipping away which made the step imperative. Each step up was followed by a breathing-space, till another effort was necessary and another step climbed.

The present step has so far been solid and progressive; but if I find myself slipping—well, "heave-o," and another step upward.—*H. J., Manchester.*

For Granny

The love of my grandchildren, and there are thirty of them of all ages.

This Christmas there have been loving words of cheer from foreign countries, presents bought with precious pennies saved, letters smudged by baby fingers that only granny understands, a photo of granny drawn by a four-year-old—you can guess it was a masterpiece.

But these things make life worth while and more precious to me than anything else in the world.—*Happy Granny, Ryde.*

"Health, peace, joy in my garden"

OUR LETTER PARLIAMENT

Not for Sale

My health. For years I have been immune from sickness, and have escaped the petty ills common to mankind. My health has been phenomenal.

I went unscathed through the horrors of cholera and typhoid fever while serving with the Indian Army, and during ten years in the tropics I never once contracted malaria.

I thank God I have what many have been denied and the rich cannot buy.—*P. T., Folkestone.*

Prized Picture

The memory of boyhood days, about forty years ago. How well the picture has kept!

The old hearth, the old folks, the different pieces of furniture, the old garden, with its rabbit-hutch at the corner, are to be seen as plainly to-day as they were then.

The old school, the village store, and the walk to the chapel with the familiar faces of those whom we met are marked on it.

What a treasure this picture is for me to-day.—*J. J., Mold.*

Real Pal

My sister's love for me. Deprived at an early age of our mother, we turned to each other for love and comfort.

With the passing of years the bonds which bound us together as children have strengthened, and she has been, and still is, the best of friends and the staunchest of comrades.

When I have been happy she has rejoiced with me, and when "up against it," hers has been the voice which comforted me.—*Brother, Durham.*

* * *

Having been brought up in the country and marrying a town man, the best thing in my life is to visit a little cottage and say, "Hullo, mother!" "Hullo, dad!"—*H. Holleley, Sheffield.*

My wireless set. With it I hear famous singers, orchestras and bands, and can listen to the greatest speakers on politics, science, music, etc.—"*Polio,*" *Leith.*

My A.L.C.M. diploma. I had worked hard for it from the age of seven, and was then fifteen.—*S. T., Barrow.*

The love and devotion of the dearest person in the world, my husband.—*Happy, Stoke-on-Trent.*

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published; 2s. 6d. for "Shorts." Envelopes, marked "Letter Parliament," must reach us by first post on Tuesday, January 17.

Why I Like (or Don't Like) Relations.

EXPERT SOCCER FORECASTS

Selections for January 14

F.A. CHALLENGE CUP—Round III.

(1) HULL CITY v. Sunderland.
(2) Charlton v. BOLTON.
*(3) W.B. ALBION v. Liverpool.
(4) Leicester v. EVERTON.
(5) NEWCASTLE v. Leeds.
(6) Corinthians v. WEST HAM*.
(7) Bradford C. v. ASTON VILLA.
(8) OLDHAM v. Hotspur.
(9) Brighton v. CHELSEA.
(10) DARLINGTON v. Q.P. Rangers.
(11) WATFORD v. Southend.
(12) BRADFORD v. Plymouth.
(13) MANCHESTER U. v. Middlesbrough.
(14) BURY v. Notts Forest.
(15) BIRMINGHAM v. Preston.
(16) Swindon v. BURNLEY.
(17) Walsall v. ARSENAL.
*(18) MILLWALL v. Reading.
(19) BLACKPOOL v. Port Vale.
(20) Grimsby v. PORTSMOUTH.
(21) Gateshead v. MANCHESTER C.
**(22) HUDDERSFIELD v. Folkestone.
(23) CHESTER v. Fulham.
(24) STOKE v. Southampton.
*(25) DONCASTER v. Halifax.
(26) Swansea v. SHEFFIELD U.
(27) LINCOLN v. Blackburn.
(28) Wolverhampton v. DERBY.
**(29) BARNSLEY v. Luton.
(30) Aldershot v. BRISTOL R.
**(31) WEDNESDAY v. Chesterfield.
(32) Tranmere v. NOTTS COUNTY.

SOUTHERN SECTION.

(1) Torquay v. NORWICH.
**(2) COVENTRY v. Cardiff.
(3) Orient v. C. PALACE.
(4) NORTHAMPTON v. Gillingham.

NORTHERN SECTION.

(1) STOCKPORT v. Accrington.
*(2) WREXHAM v. Southport.
(3) HARTLEPOOLS v. York.

SCOTTISH LEAGUE.

**(1) MOTHERWELL v. St. Johnstone.
*(2) THIRD LANARK v. Morton.
**(3) CELTIC v. Falkirk.
(4) Airdrie v. ABERDEEN.
(5) Ayr v. HEARTS.
(6) COWDENBEATH v. Queen's Park.
(7) Dundee v. Clyde.
(8) E. Stirling v. RANGERS.
(9) PARTICK v. Kilmarnock.
(10) St. Mirren v. Hamilton.

SPECIAL STAR CODE

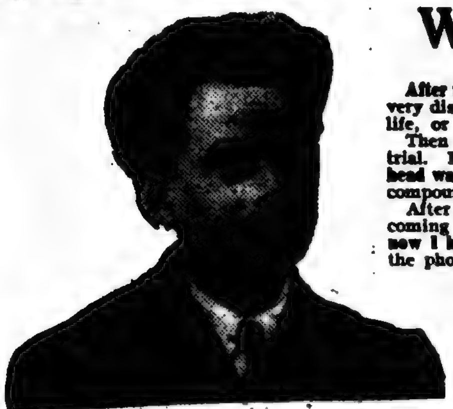
As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL selections in code in the *Daily Herald* and *Sporting Life* each Friday morning.

Division and number will be quoted as above, together with H for home and A for away team.

Example Code.—English Cup—22 (*H*), 29 (*H*); Southern Section—2 (*H*); Scottish League—1 (*H*) would indicate Huddersfield, Barnsley, Coventry City and Motherwell.

Bald Men Grow Hair

Amazing Hair Growth on Bald Heads After Using Kotalko the Genuine Hair-Grower.



Mr. P. Tucker, from a photograph.

Was Quite Bald

Torrington, N. Devon.

After trying different Treatments without result, I was very disappointed, and thought I should be bald all my life, or else have to wear a wig.

Then I read about Kotalko, and decided to give it a trial. Please bear in mind that I was quite bald and my head was as shiny as could be when I started using your compound.

After I had used about two tins I found I had got hair coming all over my head. I continued to use it, and now I have got a good head of hair again, as shown in the photograph.

Yours very truly,
(Signed) P. TUCKER.

Full Growth of Hair

Dublin.

When I began using Kotalko I was bald. At the sides over the ears, and at the back, there was some hair, but on the whole of the crown of my head, from the forehead backwards, there was no hair at all.

I used Kotalko on the scalp until I noticed signs of a slight down on parts of the head. Then I knew the roots were not dead after all, so I went on using Kotalko, and gradually the down changed into real hair which kept on growing, until at last the whole of my head was covered with a full growth of hair in its natural colour just as it used to be.

Everyone who knows me has been surprised at seeing the hair growing again, and several of my friends have already ordered Kotalko, and are highly satisfied with it.

Yours very truly,
(Signed) Thomas Hayes.

Mr. Thomas Hayes, from a photograph.

A multitude of others, men and women, have used the remarkable compound—Kotalko, with astonishing and delightful benefit in removing scurf, stopping the falling out of hair, and in developing a new growth. This has been done in many cases where the baldness existed for years, and when many other hair tonics, lotions, medicinal treatments, etc., had been unsuccessfully tried.

100,000 TESTING BOXES

KOTALKO
TRUE HAIR GROWER

A distribution of 100,000 testing boxes is now being made to those who apply—only one box to one person—either sex. To obtain a box it will only be necessary to send threepence in stamps to the address below.

SEND OR COPY THIS COUPON

Please send me, post paid, Testing Box of KOTALKO with directions, for which I enclose threepence in stamps.

NAME ....

ADDRESS..

....

JOHN HART BRITTAIN, Ltd., 2, Percy St. (53 V.T.), LONDON, W.1.

Cuticura
SOAP
SHAVING
STICK
MEDICINAL

Start the Day Right!

Shave with

Cuticura Shaving Stick

Medicinal and antiseptic, it lathers readily, gives a smooth shave without irritation and leaves the face free from burning and stinging.

Cuticura Shaving Stick 1s. 3d.

British Depot: F. Newbery & Sons, Ltd., 31, Banner St., London, E. C. 1.

Cross-word Pension and £300 Again Won Outright. Result of Competition No. 194.

The only correct entry in the above Competition was received from:—

Mrs. E. E. Pinkney, Scagglethorpe, Malton, Yorks,

who, subject to the conditions of the Competition, will receive a cheque for £300 and a Pension of 30s. a week for life, or a lump sum of £800.

Any other entrant who claims to have sent a solution eligible for a share of this prize must demand a scrutiny by First Post, Tuesday, January 24th, sending £1 Scrutiny Fee, copy of solutions and Postal Order number. Envelope to be registered, marked "Scrutiny," and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the Award of £100 to Runners-up. This prize has been divided between 24 competitors from whom we received solutions containing one error and who will each receive £4 3s. 4d. A list of these runners-up can be seen at the "John Bull" offices, and all have been notified.

In addition to the above cash awards, the winner of the First Prize and each of the 24 sharing the £100 for Runners-up will receive an extra Award of a Hamper.

BONUS WINNERS IN CROSSWORD No. 193: The extra £100 offered in this contest has been divided between 10 entrants and payments of £10 are being despatched accordingly.

Another Splendid X-Word with a First 2-in-1 Prize of 30/- a Week for Life and £300 cash and prizes for runners-up appears on Page 38. Try your skill now!

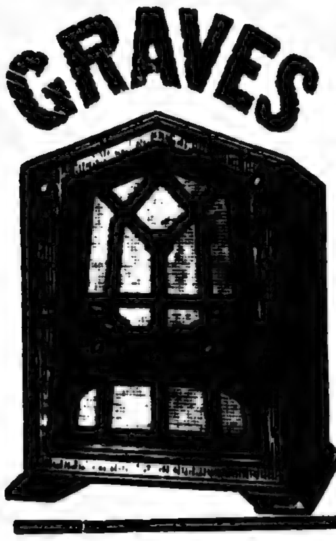
Get strength to ward off Influenza

Once let yourself get run-down and you become an easy prey to Colds and Influenza. Your safest precaution is to build up your Strength. Hall's Wine is without equal for restoring lost vitality and creating new energy. It enriches the blood—stimulates the respiratory organs and feeds the nerves. It braces up the entire system. Makes you fit and keeps you fit.

-take your Hall's Wine to-day

5/6 LARGE BOTTLE

STEPHEN SMITH & CO. LTD., Bow, London, E.3.



THE NAME YOU CAN TRUST.

Why pay fancy prices for Wireless Sets of doubtful capacity when you can become the owner of a GRAVES British-made Receiver at a genuine bargain price, and on the Easiest Terms of payment ever made?

The Graves 'Minerva' 3-Valve Receiver

Battery-operated, with Moving Coil Loud Speaker, is of proven excellence and will bear favourable comparison with sets costing several pounds more.

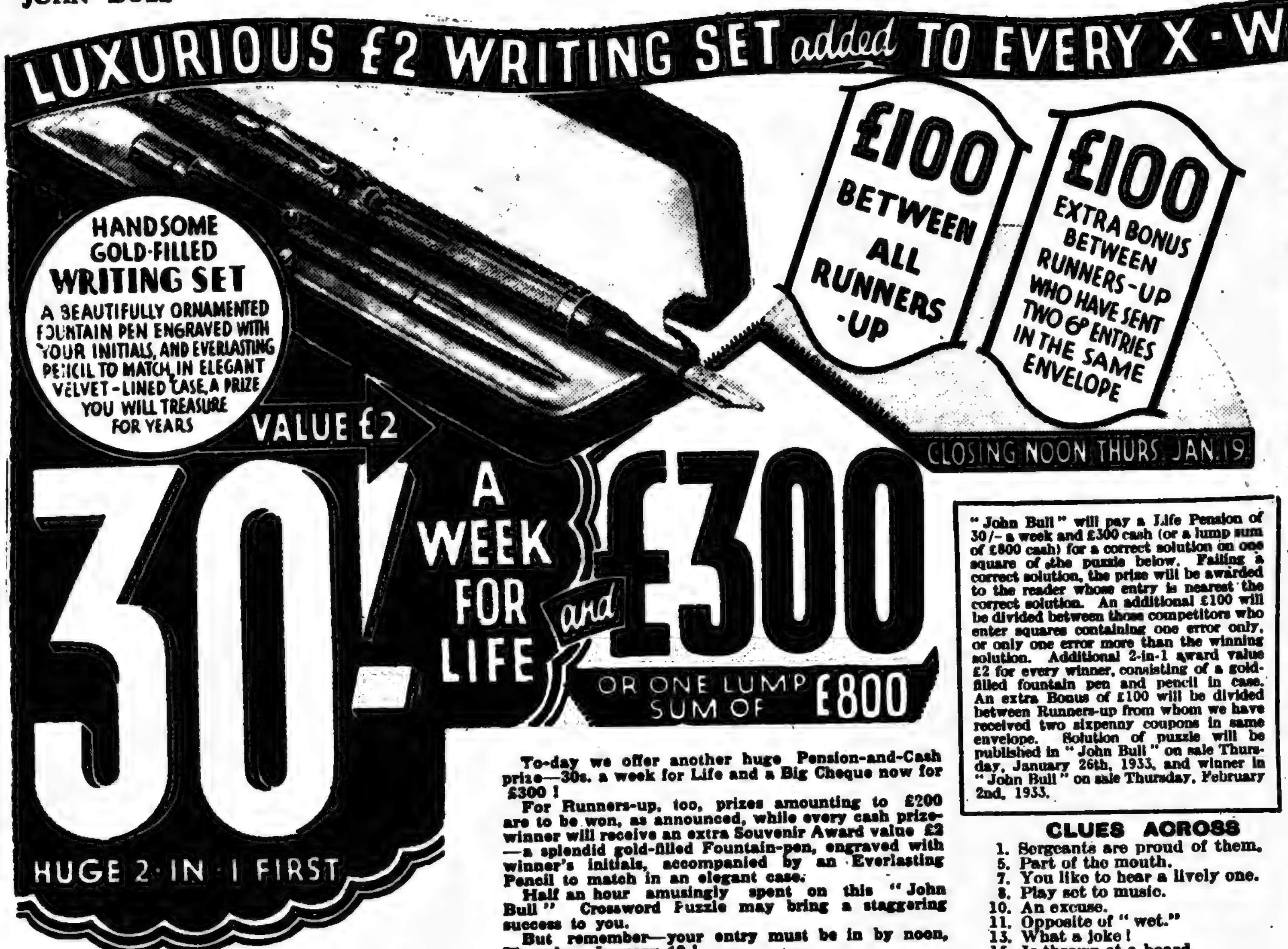
10/6 NOW

It is entirely self contained, everything except the Aerial equipment being ingeniously accommodated inside the Oak finished cabinet which measures 16½in high by 14in wide. Fitted with Moving Coil Loud Speaker of the newest type and operated by a super-capacity long-life H.T. Battery. It is made under Marconi Licence and incorporates only those components whose reliability and excellence are assured. Fitted with a new pattern All-Steel Chassis, and specially designed to provide powerful long-range reception. Highly selective, and truly magnificent tone, the Moving Coil Loud Speaker giving life-like reproduction. Easy to operate, inexpensive to maintain, and simple to control. Complete in all respects, including Aerial equipment and Free Delivery. Price **£8 : 8 : 0**

TERMS: Send 10/6 now, & complete purchase in monthly payments of 10/6. Safely packed & Carriage Paid. Fullest Approval.

WRITE FOR CATALOGUE POST FREE containing full details of this and other Table & Pedestal Models either for Batteries or All Mains, including Radio-Grams. **BARGAIN PRICES, EASIEST OF TERMS.**

J. G. GRAVES Ltd. SHEFFIELD


LUXURIOUS £2 WRITING SET added TO EVERY X-WORD PRIZE!
HANDSOME GOLD-FILLED WRITING SET
A BEAUTIFULLY ORNAMENTED FOUNTAIN PEN ENGRAVED WITH YOUR INITIALS, AND EVERLASTING PENCIL TO MATCH, IN ELEGANT VELVET-LINED CASE. A PRIZE YOU WILL TREASURE FOR YEARS
VALUE £2
£100 BETWEEN ALL RUNNERS-UP
£100 EXTRA BONUS BETWEEN RUNNERS-UP WHO HAVE SENT TWO 6d ENTRIES IN THE SAME ENVELOPE
CLOSING NOON THURS. JAN. 19
30/- A WEEK FOR LIFE and £300
OR ONE LUMP SUM OF £800
HUGE 2-IN-1 FIRST

"John Bull" will pay a Life Pension of 30/- a week and £300 cash (or a lump sum of £800 cash) for a correct solution on one square of the puzzle below. Failing a correct solution, the prize will be awarded to the reader whose entry is nearest the correct solution. An additional £100 will be divided between those competitors who enter squares containing one error only, or only one error more than the winning solution. Additional 2-in-1 award value £2 for every winner, consisting of a gold-filled fountain pen and pencil in case. An extra Bonus of £100 will be divided between Runners-up from whom we have received two sixpenny coupons in same envelope. Solution of puzzle will be published in "John Bull" on sale Thursday, January 26th, 1933, and winner in "John Bull" on sale Thursday, February 2nd, 1933.

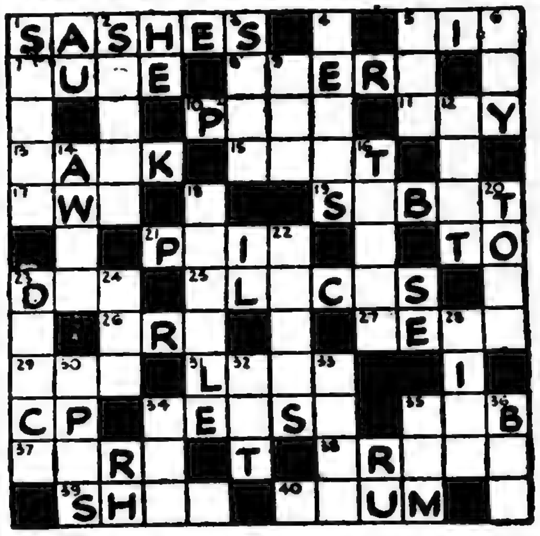
To-day we offer another huge Pension-and-Cash prize—30s. a week for Life and a Big Cheque now for £300!

For Runners-up, too, prizes amounting to £200 are to be won, as announced, while every cash prize-winner will receive an extra Souvenir Award value £2—a splendid gold-filled Fountain-pen, engraved with winner's initials, accompanied by an Everlasting Pencil to match in an elegant case.

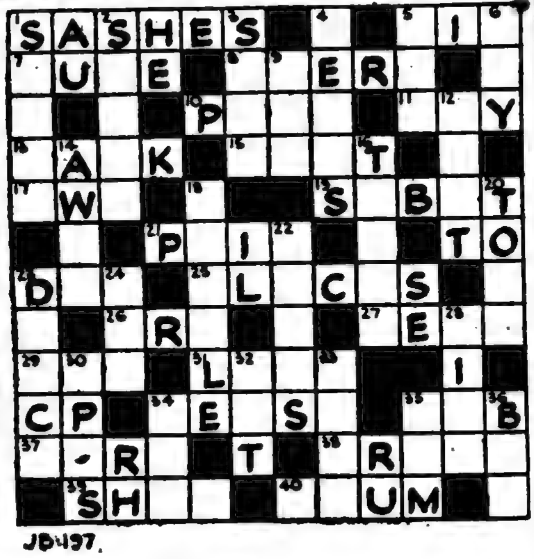
Half an hour amusingly spent on this "John Bull" Crossword Puzzle may bring a staggering success to you.

But remember—your entry must be in by noon, Thursday, January 19!

"JOHN BULL" CROSSWORD No. 197—CLOSING (NOON) THURSDAY, JAN. 19th, 1933.


SASHES I
U E ER
P Y
A K T
W S B T
P I TO
D L C S
R E
L I
CP E S B
R T R
SH UM

JB·197


SASHES I
U E ER
P Y
A K T
W S B T
P I TO
D L C S
R E
L I
CP E S B
R T R
SH UM

JB·197.

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto and

enclose P.O. value......No...........

Readers in Scotland ineligible. See Rule 5.

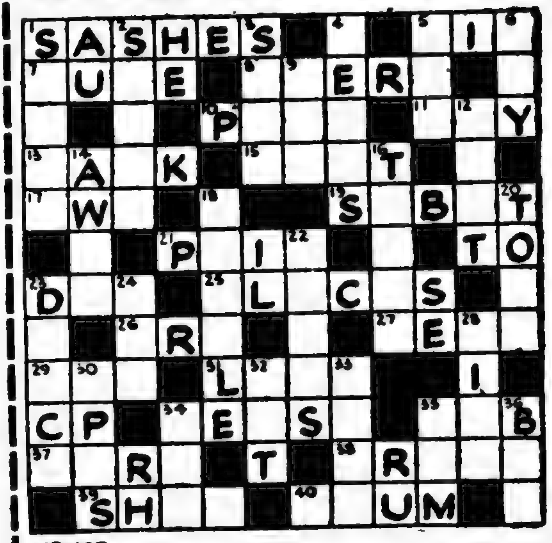
ENTRY FEE
for 2 Squares
6D.

SIGNED..

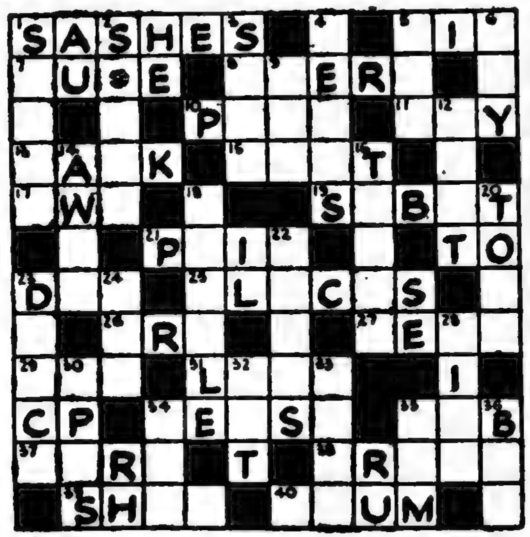
ADDRESS ....

....

"JOHN BULL" CROSSWORD No. 197—CLOSING (NOON) THURSDAY, JAN. 19th, 1933.


SASHES I
U E ER
P Y
A K T
W S B T
P I TO
D L C S
R E
L I
CP E S B
R T R
SH UM

JB·197


SASHES I
U E ER
P Y
A K T
W S B T
P I TO
D L C S
R E
L I
CP E S B
R T R
SH UM

JB·197

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto, and

enclose P.O. value......No...........

Readers in Scotland ineligible. See Rule 5.

ENTRY FEE
for 4 Squares
1/-

SIGNED..

ADDRESS..

....

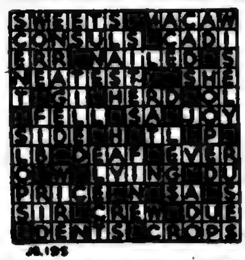
CLUES ACROSS

1. Sergeants are proud of them.
5. Part of the mouth.
7. You like to hear a lively one.
8. Play set to music.
10. An excuse.
11. Opposite of "wet."
13. What a joke!
15. Is thrown at a board.
17. Female sheep.
19. French peasant's wooden shoe.
21. Two of a kind.
23. Makes old dress like new.
25. Are watched by lazy clerks.
26. What saved Noah.
27. Dispose of for cash.
29. Another name for sailor.
31. Unpleasant look.
34. Torment.
35. Kettle is put on this.
37. Brave man.
38. Where sports are held.
39. Spectators appreciate a good one.
40. Wealthy landlord may own this.

CLUES DOWN

1. After a time, writers get this.
2. Makes you tread carefully.
3. Swindled.
4. They terrify new motorist.
5. Boy.
6. Spy must do this to gain information.
9. Vegetable that grows in a pod.
12. Spreads rapidly unless checked.
14. Not in place.
16. Are wearisome unless they interest.
18. May be found in angler's bag.
20. Nature demands it of man.
22. They win her admiration.
23. Never short of water.
24. Organ of hearing.
28. King of the jungle.
30. Imitates.
32. Take food.
33. Not counterfeit.
34. Also.
35. Sewn edge of cloth.
36. Deflects course of ball.

NO CLAIMS REQUIRED


SWEETS MACAW
CONSULS CADI
ERR NAILED S
NEATEST SHE
SIDE
PRICE
STIR CREW DUE
DENTS CROPS

JB.195

Solution of "John Bull" X-Word No. 195

Winners in 194 on page 35. Result of 195 will be published next week. The solution of "John Bull" X-word No. 195 is given herewith as a matter of interest to our X-word Competitors. We wish to emphasise that no claims are required for this X-word as all entries are being carefully examined by our staff.

If entering two Double Entry Forms cut them out separately—add name and address to each.

ENTRY FEE

With 2 squares send Postal Order for 6d. With 4 squares send P.O. for one shilling. See Rule 1.

NEWSAGENT'S PRIZE.

A special prize of £5 will be awarded to the Newsagent from whom this contest's first prize-winner usually purchases his copy of "John Bull." Should the first prize be shared, the £5 will be divided between sharers' Newsagents.

ADDRESS ENTRY

"JOHN BULL" CROSSWORD
No. 197, 57, Long Acre,
London, W.C.2 (Comp.).

READ THESE RULES AND CONDITIONS

1.—Complete Puzzle in ordinary ink, not copying-ink or copying-ink pencil, cut out the whole entry form whether both puzzle squares are used or not. Entry fee for two squares is SIXPENCE—for Four Squares send ONE SHILLING. Make Postal Order payable to Odhams Press Ltd., and cross it /& Co./; write name and address and date of posting on back of P.O. and fill in the number upon Entry Form; send Entry Form by post, as directed, to reach us not later than NOON, Thursday, January 19th, 1933.

2.—No competitor may submit more than two Double Entry Forms—(four squares). Squares left incomplete, mutilated, indistinct or altered will be disqualified. No responsibility is accepted for any entry lost, delayed, not delivered or mislaid, and no correspondence will be entered into.

3.—Winner of this contest will appear in "John Bull" on sale Thursday, February 2nd, 1933. Should any competitor not announced as a winner have entered a coupon eligible for a share of the First Prize he must demand a scrutiny by first post Tuesday, February 14th, 1933, in accordance with directions given with result. Any such scrutiny, which may amend the result, must be accepted as final. No scrutiny can be conducted in connection with the additional award of £100 to be divided between the Runners-up. Competitors should note that errors are computed according to the number of words which wrongly answer the Clues given.

4.—In the event of a tie, a prize will be divided, but no competitor may receive more than one share of it. Should First Prize be shared, £800 cash will be paid instead of the two-in-one award.

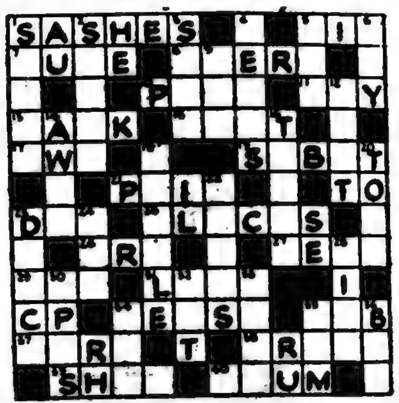
5.—Readers in Scotland are debarred from and cannot enter this competition. Any entry form bearing an address in Scotland will be disqualified.

6.—Failure to comply with any of the conditions involves disqualification.

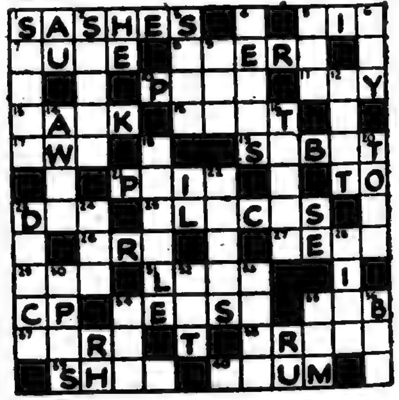
7.—Employees of Odhams Press Ltd., and members of their families are not eligible to compete.

KEEP YOUR COPIES BELOW

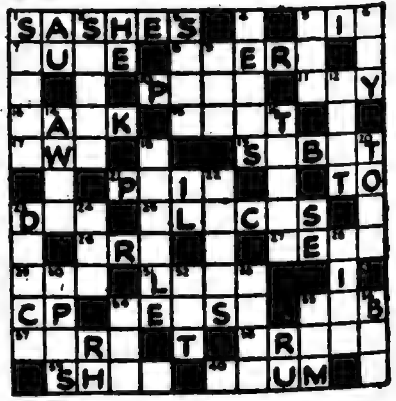
These miniature reproductions of this week's Puzzle are only to be used for keeping copies of your solutions.


SASHES I
U E ER
P Y
A K T
W S B T
P I TO
D L C S
R E
L I
CP E S B
R T R
SH UM

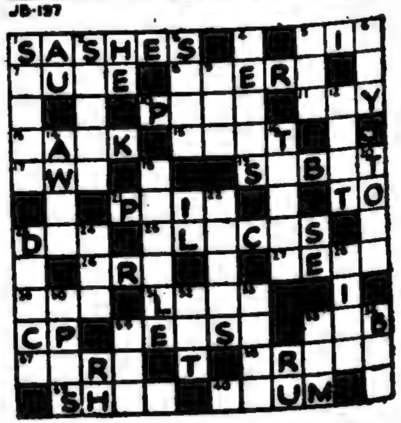
JB·197


SASHES I
U E ER
P Y
A K T
W S B T
P I TO
D L C S
R E
L I
CP E S B
R T R
SH UM

JB·197

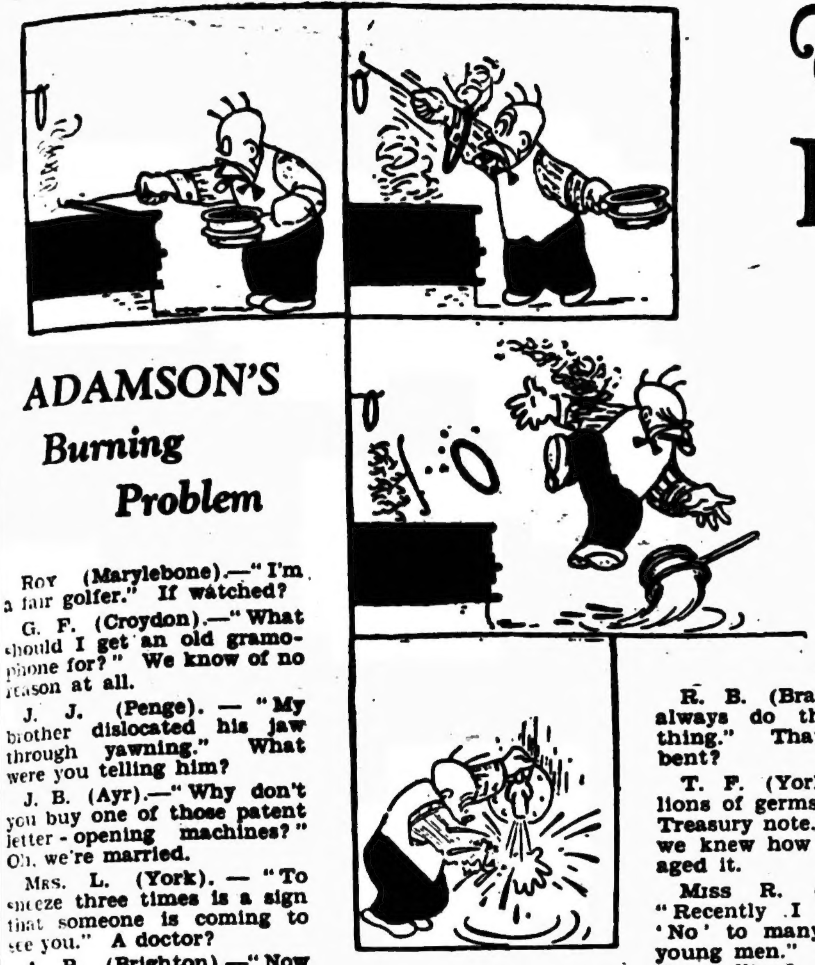

SASHES I
U E ER
P Y
A K T
W S B T
P I TO
D L C S
R E
L I
CP E S B
R T R
SH UM

JB·197


SASHES I
U E ER
P Y
A K T
W S B T
P I TO
D L C S
R E
L I
CP E S B
R T R
SH UM

JB·197

The Editor Laughs Last



ADAMSON'S

Burning Problem

If you are troubled by any matter you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. "John Bull" does the rest. Write to-day! The replies given on this page to facetious correspondents are for your entertainment.

Roy (Marylebone).—"I'm a fair golfer." If watched?

G. F. (Croydon).—"What should I get an old gramophone for?" We know of no reason at all.

J. J. (Penge). — "My brother dislocated his jaw through yawning." What were you telling him?

J. B. (Ayr).—"Why don't you buy one of those patent letter-opening machines?" Oh, we're married.

Mrs. L. (York). — "To sneeze three times is a sign that someone is coming to see you." A doctor?

A. P. (Brighton).—"Now that I am older I have quietened down." You probably have more to keep quiet about.

A. T. (Bloomsbury).—"P.S.—I shall not write to you again." You are one of those who keep the best to the end.

B. R. (Manchester).—"It takes a lot of capital to open a jeweller's shop." Yet it has been done with a brick.

Curious (Rochester).—"What exactly is a 'busman's holiday'?" A gangster at a rifle-range.

B. O. (Manchester).—"It is possible to tell a man's nature by his toes." Especially if you step on them!

Instructor (Brentford).—"For some singers to attempt top notes is sheer robbery of tone." Piracy on the high C's!

S. M. (Carshalton).—"Really good boxers seem to come in cycles." And go on stretchers or in Rolls Royces.

G. N. (Burnley).—"I always admit when I am wrong." What a monotonous conversationalist you must be.

G. M. (Chingford).—"1933 will find politicians even more undecided." Full of New Year irresolutions, in fact.

A. S. (Harrogate).—"I am just settling down after the Christmas holidays." And many are just settling up.

D. D. (Kilmarnock).—"The war broke out just after I was married." It often happens like that.

G. B. (Frome).—"How can I possibly convey what I think in a letter?" Just leave the pages blank.

G. V. (Dunstable).—"I think she'll make me a good wife." She may even make you a good husband.

B. M. (London).—"A wireless lecturer was kidnapped in America." Now that's an idea.

H. L. (Colne).—"I am in a hole—will you help to get me out?" Sorry, but we have no ferrets.

D. S. (Bungay).—"I hardly knew how to start this letter." What a pity you found out the way.

D. G. (Kew).—"The man who pushes on and on doesn't own defeat." He probably owns a second-hand car.

D. Y. (Worthing).—"Believe me, you needn't take any notice of this letter." And, believe us, we won't.

P. L. (Cardiff).—"According to Einstein the world is some seven billion years older than we thought." And still Old Mother Earth leaves us to guess. The eternal feminine!

Miss G. (Hendon).—"When I went into a shop recently the assistants did not show me the least bit of courtesy." Perhaps that was because you made them show you everything else?

Jack (Baldock).—"I hope soon to marry the sweetest girl in the world." You had better hurry—we have received letters from nineteen other young men to say that they hope to, too.

D. G. M. (Sudbury Town).—"A Sussex man has made a model of his village church with 50,000 matches." A London housewife complains that her husband must be making a model of Westminster Abbey.

R. B. (Bradfield).—"I always do the straight thing." That is your bent?

T. F. (York). — "Millions of germs cling to a Treasury note." We wish we knew how they managed it.

Miss R. (Staines).— "Recently I have said 'No' to many charming young men." What were they selling?

F. B. (Shoreham).—"Something seems to tell me that I will come out on top." Perhaps your barber can help you.

R. S. (Stewarton).—"I am a man of very few words." Yes, but you spoil it by using them too often.

S. G. (Leicester).—"Who can possibly be interested in seeing how long a man can live without eating or drinking?" Our restaurant waitress apparently.

E. V. (Brixton).—"The sketches I wrote for the revue were bad because they were altered." Or perhaps they were altered because they were bad.

S. R. (Hadleigh).—"**John Bull** is the only periodical that my newsagent will let me have 'on tick.'" He knows that even you will pay for that.

P. B. (Stratford-on-Avon).—"When my uncle died he left over one thousand clocks." His estate took some time to wind up.

R. H. (Enfield).—"What would the fixing of electric light in every house mean?" Another excuse for the authorities to dig up the road.

P. M. (Ilford).— "I know an auctioneer who has eighteen children." His little lot.

G. M. (Bury).— "Can you tell me how to keep a diary?" Yes, locked up.

J. M. (Ashington).—"I am letting my hair grow." We could never stop ours.

T. A. B. (Worksop).—"Do we always benefit from the advice of medical men?" No, but the medical men do.

E. A. (Totnes).— "What does one call a fellow who drives a lorry?" Well, that depends on how he drives it.

J. E. F. (Whatstandwell).—"Life's lessons are learned at mother's knee." And over father's.

H. M. (Ilford).—"How could I find out exactly how many relatives I have?" Take a bungalow in the country.

Miss B. (Edinburgh).—"At last I have met my Fairy Prince." But beware of his fairy stories.

J. P. (Rock Ferry).—"I'm a debt collector by profession." That's not a profession, that's a pursuit.

D. C. (Dorking).—I have not the remotest idea what to write about." About four pages less.

M. D. (Bodmin).—"I am putting my New Year resolutions down in writing." Use a pencil—it is easier to erase.

Vera (Hitchin).—"How can I say 'No' to him without my voice betraying that I am lying?" Just shake your head.

John Smith (Norbury).—"Of course you have heard of me." Your name does sound familiar.

D. H. (Bournemouth).—"The phrenologist summed up my character very well." Did he make you pay in advance?

B. R. (York).—"When shall I realise the full value of my sweetheart?" When she gets damages for breach of promise.

Mrs. M. (Edinburgh).—"How can I become successful as a palmist?" See prosperity on every hand.

E. M. (Diss).—"Where is the innocent, trusting woman of to-day?" See letter below.

N. C. (Chelmsford).—"I admire my husband because he works late at the office every night without complaining." See letter above.

B. S. (Whitby).—"A woman stated in a police court recently that her daughter had run away to become a waitress." Now she's stopped running.

Octogenarian (Wembley). — "Where are the good old-fashioned frosts of fifty years ago?" In some of the theatres of the present day.

Traveller (Eastbourne).—"An Indian fakir held up his right hand for forty-eight hours." Straphangers complain about the slow trains on our line, too.

S. P. (Rochdale).—"What is the difference between speculation and investment?" In an investment you do not lose your money quite so quickly.

Mrs. D. (Chester).—"They say one can tell a man's temper from his hands, but what can one tell from his face?" The temper of his razor.

J. M. C. (Paisley).—"This year I mean to turn to and do something really worth while." Turn to page 39 and make a *Bullet* worth £300 or one of the other 99 big cheques.

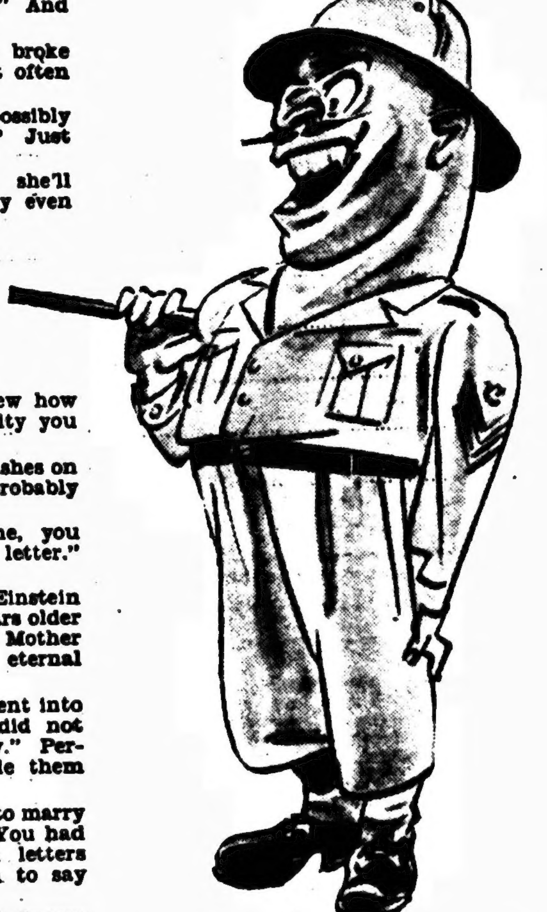
H. K. (Keighley).—"There are still hundreds of men in England who cannot read." It seems strange that we never sit next to one of them in our morning train.

J. F. (Rickmansworth).—"What would you do to a neighbour who has his radio going till 2 a.m.?" Knock him up at 4 a.m. and tell him how much you enjoyed it.

J. D. (Glasgow).—"I took out my first wireless licence in December." Had it become too cold to stand outside the shops and listen?

E. W. (Oundle).—"A memory expert has sold his brain to a London hospital for £2,000." We can only hope for his sake that he is not the kind of chap to lose his head when he gets a little money.

(Many replies unavoidably held over)



G. S. (Bude).—"The new Army uniform includes an open-neck tunic." This should give drill-sergeants more scope for their full-throated utterances.

BACKACHE

Caused by
WEAK KIDNEYS!

You call it backache or lumbago, but just do not know what it is that causes that agonising, down-dragging pain, making you feel so old and look so tired and worn-out.

THE KIDNEYS

Your trouble is kidney-ache, or really, weak kidneys. To assist weak kidneys in their blood-cleansing action, there is no better advice than this—take a course of De Witts Brand Kidney and Bladder Pills.

No more "too-old," worn-out feeling. You will join with the youngest in all the pleasures of life, and be amazed to find how quickly relief from pain and down-dragging weakness will come. In 24 hours you will see the action of De Witts Pills.

THE REMEDY WITH
THE GUARANTEE

De WITTS
BRAND
Kidney & Bladder Pills
These Pills also act on the Liver.
E.C. De Witt & Co Ltd
Croydon - London

For over 40 years this remedy has been ending crippling pain and rebuilding health, vigour and vitality for pain-tortured, tired-out men and women and those in constant misery of rheumatism, chronic backache, sciatica, lumbago, chronic weakness and serious bladder weakness.

Get a 3/-, or the more economical 5/-, supply of De Witts Brand Kidney and Bladder Pills. Sold only in the white, blue and gold box. Refuse any substitutes. Most certainly there is nothing just as good.

DE WITTS
BRAND
KIDNEY AND BLADDER PILLS

'JOHN BULL'S' GREAT NEW YEAR GIFT OFFER!

OFFER
DEFINITELY
CLOSES JAN 31
Don't be too late!

John Bull
New Year
Gift Voucher
VALUE 5/-

This Gift Voucher will be accepted as Five Shillings in part payment of the "John Bull" 10/- Pen and Pencil Set de Luxe. Only one Voucher will be accepted in part payment of each Set. Available only until January 31st, 1933.

10/- for 5/-

In view of the exceptional popularity of our Gift Offer this season, we are glad to announce that we have been successful in making arrangements which will enable us to extend the offer until January 31st, when it will be definitely withdrawn.

The 5/- Gift Voucher will be accepted as 5/- cash in part payment of "John Bull's" magnificent 10/- Writing Set de Luxe **OR** a 2/6 Gift Voucher as 2/6 cash in part payment of "John Bull's" 5/- Pen and Pencil Set.

WHICH SET WILL YOU CHOOSE?

You must make up your mind quickly if you desire to avail yourself of this wonderful opportunity.

20 YEARS' SERVICE.

"Should this pen last me as long as my previous 'John Bull' pen—i.e., 20 years—I shall be more than satisfied," writes T. B. Wilkinson, 11, Bedford Street, Ipswich, Suffolk.

5/- WRITING SET FOR 2/6

Admire the handsome chasing of the Pen, the superb finish. The self-filling device is the very latest and the 14-carat solid gold nib, iridium tipped, will give years of writing joy. A 2-years' written guarantee is sent with each pen, proof of its great reliability. The "Everpointed" Pencil to match complete with refills and pocket clip is a perfect companion.

10/- WRITING SET OFFERED FOR 5/-

The graceful streamline, the superb finish, greatly enhanced by the rolled gold band and pocket clip, is a delight to the eye. The pen is fitted with heavy 14-carat solid gold nib, tipped with costly iridium. An up-to-date lever self-filling device is also of rolled gold. The "Everpointed" Pencil to match has the same beautiful streamline, and is complete with pocket clip and extra leads. This set is enclosed in a handsome presentation case, beautifully coloured with butterfly tints. A 5 years' written guarantee is sent with each De Luxe set.

John Bull
New Year
Gift Voucher
VALUE 2/6

This Gift Voucher will be accepted as 2/6 in part payment of the "John Bull" 5/- Pen and Pencil Set. Only one voucher will be accepted in part payment of each set. Available only until January 31st 1933.

5/- for 2/6

Cash Your Gift Voucher To-day.

"John Bull's" New Year Gift Coupon.

To "JOHN BULL," Pen Dept. J.10, 27, Floral Street, London, W.C.2.

(1) I enclose Gift Voucher value 2/6, which please accept in part payment of the "John Bull" 5/- Pen and Pencil Set. I enclose P.O. for 2/6, plus 3d. for postage and insurance, making 2/9 in all.
Pocket Clip for Pen 3d. extra.

OR

(2) I enclose Gift Voucher value Five Shillings, which please accept in part payment of the "John Bull" 10/- Pen and Pencil Set DE LUXE. I enclose P.O. for 5/-, plus 3d. for postage and insurance, making 5/3 in all.

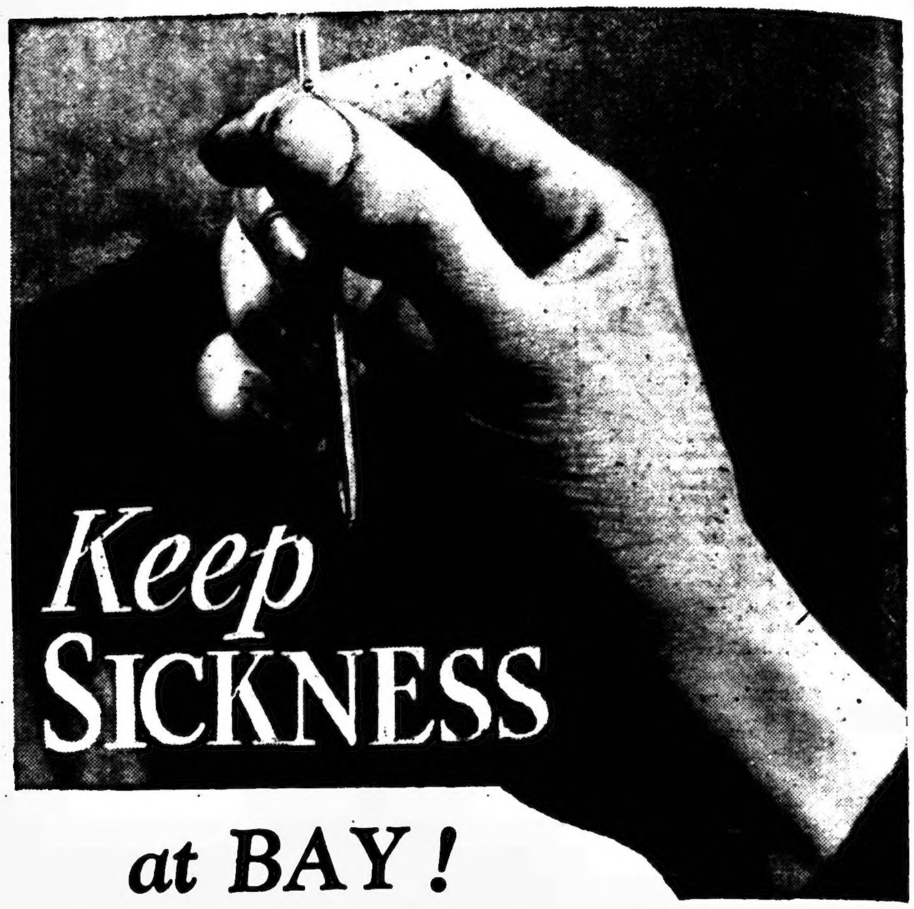
CROSS OUT GIFT NOT REQUIRED.

Name……………………………………………

Address…………………………………………

……………………………………………………

Fine—medium—broad nib (Cross out grades not required).
Cross Cheque/P.O. /& Co./ and make payable to "John Bull." J.B. 14/1/33.



at BAY!

SICKNESS cannot flourish long in clean healthy surroundings.

When an epidemic like measles breaks out, the housewife who takes a pride in her home and her family has in her hands many powerful weapons for striking a blow at the invader. Some of them are given here. Use them on every occasion possible, and you are well on the way towards safeguarding Nature's most precious gift—your health.

During the past year over 800 cheques were paid under the "John Bull" Free Insurance Scheme on account of Diphtheria, Measles, Smallpox, Typhoid Fever, Typhus Fever, Cerebro-Spinal Fever, Anthrax and Lockjaw.

D·A·N·G·E·R

DON'T go to crowded places of amusement when there is an epidemic in the district. **DON'T** allow garbage to collect. It is a notorious breeder of disease. **DON'T** fail to keep the garbage can shut. Dogs and cats have a habit of knocking the lid off to get at the contents. **DON'T** go to sleep with the windows closed; fresh air is your strongest ally in warding off sickness. **DON'T** neglect your throat—disease often strikes its first blow there. **DON'T** forget that a daily gargle has washed away many a deadly germ. **DON'T** drink water of which you have the slightest doubt. **DON'T** use an unsterilised shaving brush—anthrax has been known to lurk in bristles. **DON'T** walk about with wet feet, the cold you get will make you more susceptible to a more serious complaint.

"John Bull" is the ONLY paper to cover you against Sickness, and the ONLY paper to provide benefit for Fire, Storm and Flood damage.

CUT HERE

JOHN BULL

Hand this Coupon to your Newsagent

To (Name of……………………………………
Newsagent)

Address ……………………………………

……………………………………

Please deliver or reserve John Bull for me weekly until further notice.

Signature……………………………………

Address ……………………………………

……………………………………

…………………… Date……………………

PLEASE WRITE CLEARLY.
J.B. 14/1/33.

CUT HERE

Post this Coupon to

"John Bull" Registration Department, 128, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of John Bull. Please register me as a regular reader.

……………………………………
Reader's Signature.

Age……………………

Address ……………………………………

……………………………………

……………………………………

Name and Address……………………………
of Newsagent.

……………………………………

…………………… Date……………………

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return. **PLEASE WRITE CLEARLY.**
J.B. 14/1/33.

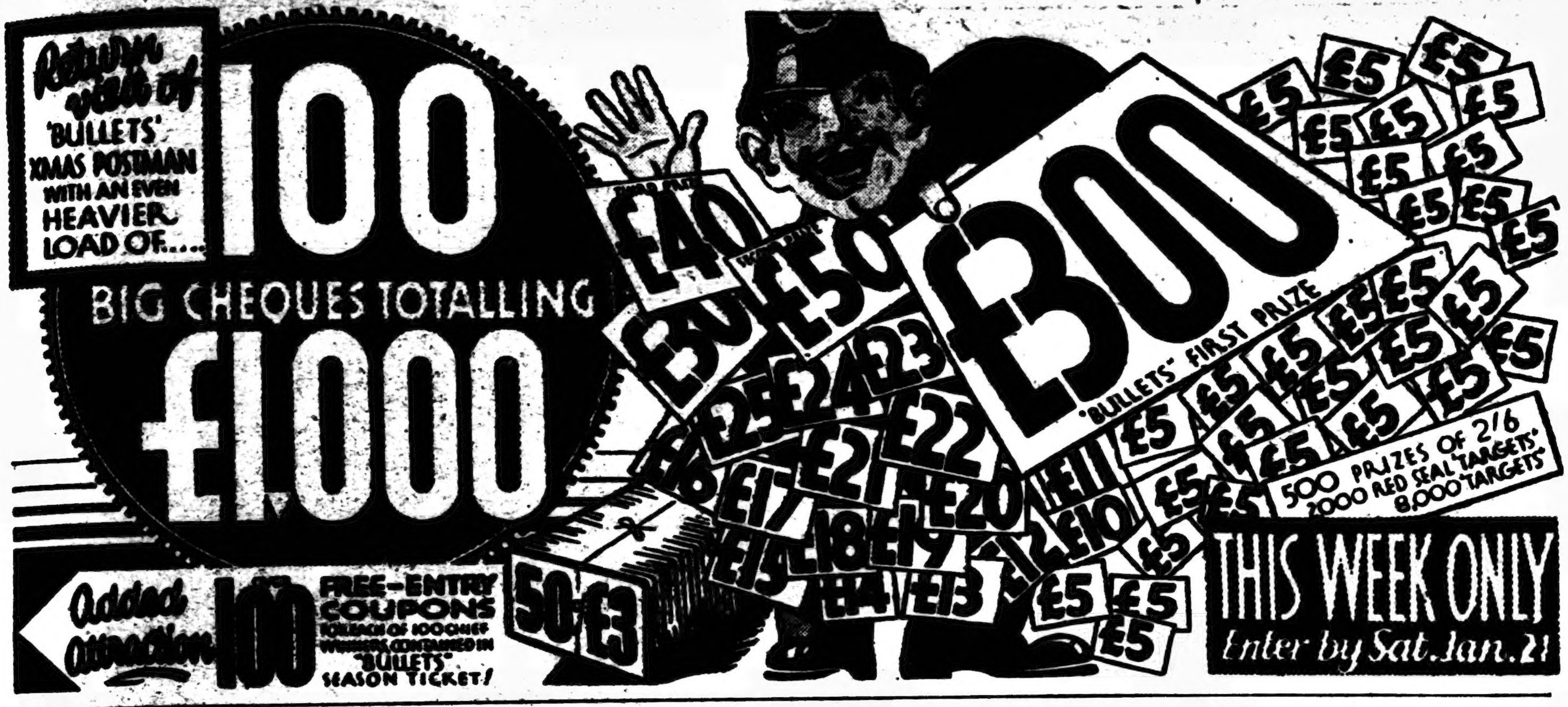
JOHN BULL'S GREAT NEW YEAR GIFT TO YOU!

OFFER DEFINITELY CLOSES JAN. 31

Don't be too late

See this page.

BRITISH MUSEUM


Return visit of 'BULLETS' XMAS POSTMAN WITH AN EVEN HEAVIER LOAD OF....
100
BIG CHEQUES TOTALLING
£1,000
Added attraction 100 FREE-ENTRY COUPONS for each of 100 chief winners contained in "BULLETS" SEASON TICKET!
50 £3
£300 "BULLETS" FIRST PRIZE
£40
£30
£50
£25
£24
£23
£22
£21
£20
£17
£18
£19
£15
£14
£13
£11
£10
£5
500 PRIZES OF 2/6
2000 RED SEAL 'TARGETS'
8,000 'TARGETS'
THIS WEEK ONLY
Enter by Sat. Jan. 21

100 BIG TWO-IN-ONE PRIZES—THIS WEEK ONLY!

THE *Bullets* postman who one recent Thursday brought 100 cheques totalling £1,000 to "Bulleteers" is back with an even weightier bag of prizes.

On Thursday, February 9, he will call on 100 senders of good *Bullets* in this week's splendid contest. And he will bring not only 100 big cheques ranging from £3 up to £300, but an extra award for each of them as well. This additional award for the 100 chief winners consists of a *Bullets* Season Ticket, enabling the recipient to make over 100 6d. entries without charge.

First read through the *Examples*, jotting down any ideas which occur to you. Now deal with each of your jottings in turn, remembering that a finished *Bullet* consists of TWO, THREE or FOUR WORDS which form a telling comment and link up neatly with the *Example* chosen.

Suppose, for instance, your rough comment on the *Example* BRITAIN'S BURDEN was PRETTY HEAVY ON TAXPAYER. You could readily improve that to the finished *Bullet* BRITAIN'S BURDEN—TAXPAYER ALSO "CARRIES ON."

To help you realise the importance of good phrasing in *Bullets*, we recall below some winners from a recent prize-list.

THE LANDLORD—FIGHTING GOUT—TENANT, RHEUMATISM.
SANDY'S PARTY—ALL THERE "ON TICK."
"HAPPY NEW YEAR!"—THEN, "THIS BACON, MARY—"
GOING AHEAD—BACKWARD ASIA—BACKWARDS, EUROPE.

There is nothing beyond you in *Bullets*, you see. So go ahead with confidence—and make sure that your efforts reach JOHN BULL by Saturday, January 21.

"EXAMPLES" FOR COMPETITION No. 879.

BRITAIN'S BURDEN
FULL OF GRATITUDE
WHILE THE YEAR'S YOUNG
SWORD OF DAMOCLES
RICH MAN'S LUXURY
AT GENEVA'S DOOR
PRICE OF ADMISSION
GAVE HIM A FRIGHT
CUPID STEPPED IN AND
PLAYING SECOND FIDDLE
WHEN THE TIDE TURNS
WONDERING WHICH
LED TO TROUBLE
OUR DESCENDANTS
PUT ASIDE
WICKED WASTE
MOVING
WORK OR PLAY
LIKE HIS DAD
SELDOM
TO THE POINT
WORTH TRYING
FACE TO FACE
HER FIRST
WHAT SHE'S TOLD
HIS WEALTH
WIPED OUT
CLEAR ROAD
CHANCE TO ESCAPE
FEVERISHLY
WITH A GASP
CHAIN OF EVIDENCE

SIX REASONS WHY YOU NEED THIS FREE GUIDE TO SUCCESS

1.—As many as 27 First Prize-winners of 1932, whose prizes totalled over £25,000, definitely attributed their success to the free aid of JOHN BULL'S free weekly *Bullets Bulletin*.

2.—The winner of *Bullets* Record First of £12 a week for life, Mr. A. W. Rice (now living in his new house at 30, Grove Park, Kingsbury, N.W.9), said: "I have taken *Bullets Bulletin* from the start, and I can definitely say that without its assistance I should never have topped the prize-list."

3.—Every week in "The Verdict of the Court" an interesting commentary on *Bullets* which have failed helps entrants into the prize-list.

4.—Practical Guidance is provided weekly in *Bullets Bulletin* by winners who have reached the printed prize-list on more than one occasion. They reveal their methods in the helpful feature, "My *Bullets* Recipe."

5.—Hundreds of competitors save themselves disappointment and entry-fees by avoiding the worn-out ideas against which readers are warned in *Bullets Bulletin's* "Watch the Signals" columns.

6.—Regular readers are eligible to enter for a £10 free weekly Judging Contest which trains the entrant to recognise the good points of a *Bullet* and so improve his own efforts.

Here are six reasons only why *Bullets Bulletin* should be on *your* breakfast-table every Thursday morning. You will speedily discover the others if you post off to-night the coupon on this page and so secure for 12 consecutive weeks the best *Bullets* advice obtainable.

Free Help

A free weekly copy of BULLETS BULLETIN is waiting to help you into the prize-list. Make sure of receiving this guide to success every Thursday by posting off this coupon to-day.

I enclose P.O. value 6d. (crossed "& Co." payable to *John Bull*) to cover postage on 12 consecutive issues of *Bullets Bulletin*, commencing with next available issue.

NAME ....

ADDRESS ....

....

Post to "Bulletin" Dept., Odhams Press Ltd., 19, Short's Gardens, London, W.C.2.

Do not enclose this coupon with "Bullets."

Example ____________________
Bullet ____________________
Example ____________________
Bullet ____________________
(879) P.O. No. ____________
Closing SAT., Jan. 21
I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d.
Signed ____________________
Address ____________________

Example ____________________
Bullet ____________________
Example ____________________
Bullet ____________________
(879) P.O. No. ____________
Closing SAT., Jan. 21
I agree to enter in accordance with the rules announced on this page. With 2 Coupons send P.O. for 1s.
Signed ____________________
Address ____________________

Example ____________________
Bullet ____________________
Example ____________________
Bullet ____________________
(879) P.O. No. ____________
Closing SAT., Jan. 21
I agree to enter in accordance with the rules announced on this page. With 3 Coupons send P.O. for 1s. 6d.
Signed ____________________
Address ____________________

"Bullets" must consist of Two, Three or Four words.

Example ____________________
Bullet ____________________
Example ____________________
Bullet ____________________
(879) P.O. No. ____________
Closing SAT., Jan. 21
I agree to enter in accordance with the rules announced on this page. With 4 Coupons send P.O. for 2s.
Signed ____________________
Address ____________________

If you wish to send in further "Bullets" you can write them on plain paper.

Address Coupons:—"Bullets" No. 879, "John Bull, Long Acre, London, W.C.2. (Comp.)

NEWSAGENTS' PRIZES.—Cheques for £5, £2 and £1 respectively will be paid to the Newsagents from whom the winners of the three chief prizes in "Bullets" No. 879 usually purchase "John Bull."

"BULLETS" RULES.—1. The First Prize will be awarded for what in the opinion of the judges in consultation with the Editor is the best Bullet received, and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges. 2. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed /& Co./ Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated. 3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry. Employees of Odhams Press and their families are not eligible to compete.

STAGGERING FORTUNE & PENSION PRIZE NEXT WEEK
£1,933 and £4 A WEEK FOR LIFE
1933 NEW PRIZES AS WELL AS THOUSANDS OF OTHER AWARDS

ALMOND OIL ZEE-KOL TOILET SOAP

Beautiful and Talented Women's Evidence that it CREATES BEAUTY AND PRESERVES BEAUTY

A revelation in transforming the worst skin in three nights into a most beautiful satiny and peach-like complexion. **Never before has a soap of this description been given to the public. It is made of the purest oils.**

This is the wholesale price of the material used in most of the advertised soaps. Compare this price to Almond Oil, which is 5/6 per lb. and which is used in Zee-Kol Almond Oil Soap.

PALM OIL
costs 4d. per lb.

ALMOND OIL
costs 5/6 per lb.

Now it is easily seen why Zee-Kol Almond Oil Soap is the most expensive to make, as it is very rare to get Almond Oil in a soap at all. The price of Almond Oil will prove to everyone that there is no soap in the world so marvellous as Zee-Kol Almond Oil Soap.

Blended with the most exquisite perfumes. ALMOND OIL has been chosen for this Zee-Kol Super-Toilet Soap. It contains the purest and the most natural oil for the skin. When washing the natural oil is replaced and the skin keeps firm, smooth and beautiful.

1/- LARGE TABLET NOW 6d.

Obtainable from all Chemists and Stores or direct from

SHAVEX ZEE-KOL CO., Ltd.
(Dept. S.14),
40, Blenheim Road,
Upper Holloway, N.19.

It has taken years to know how to blend the oils in this soap, because it is not like other soaps to-day, which are only ordinary soaps. Its oils are a marvellous tonic to the skin. No ordinary soap can do what Zee-Kol ALMOND Oil Soap does, yet it is sold everywhere to-day at half its former price—6d. instead of 1/-. Zee-Kol Almond Oil Soap is a perfect Shampoo. All dandruff disappears and the hair shines with health.

SALOME.

SALOME was the beautiful daughter of Herodias. She married her father's brother Philip, the Tetrarch, son of Herod the Great, by Cleopatra. She charmed Herod by her wonderful dancing and her glorious figure. He promised her anything she desired and she asked for the head of John the Baptist. She was known for her glorious complexion and her beautiful skin. The Oils we use in Zee-Kol Soap to-day were used in the East in those days. Cleopatra and Salome both covered their bodies with oil to keep their skins supple and youthful. Oils in soap were used in those days as they are in the Zee-Kol soap to-day.

NO SOAP SHAVEX NO BRUSH

REVOLUTION IN SHAVING

A FEW years ago "SHAVEX" was unknown, yet it is in every part of the world to-day. Millions are now using "SHAVEX."

"SHAVEX" is the most modern and up-to-date method of shaving. What is more simple than wetting the beard with water, smearing a little "SHAVEX" lightly over the beard and then shaving! You will get the smoothest, cleanest and best shave you have ever had and your skin will feel like softest satin. No wrinkles will appear, as "SHAVEX" is a Skin Food. It will also take only a quarter of the time required with soap and brush.

The skin after being shaved with soap and brush often looks and feels sore, as the soap and brush have taken out all the natural oil and dried up the skin. "SHAVEX" gives the skin natural oils—all the creases smooth out with the use of "SHAVEX." Shavex is without doubt the most perfect method of shaving in the world. Shavex will give you the best shave you have ever had. Your face will keep young, as Shavex is a skin food. All wrinkles disappear with Shavex, as there is no soda in Shavex to dry up the skin. Your skin will feel as smooth as satin, and you will shave in a quarter the time that you would take with soap and brush.

Never before has shaving been made so easy, so rapid and so pleasant. No after lotions are required. Never before have men been given the true secret of youthful looks. "SHAVEX" is a Skin Food, Skin Tonic, and Skin Preserver, preventing formations of wrinkles and lines, and keeping away the ravages of time. Travellers who, when on a journey, find themselves short of water, can always get a perfect shave when carrying "SHAVEX" and look fresh. After being in sun and wind and the face is rough and sore and you have to shave, nothing is more soothing than a "SHAVEX" shave.

NAPOLEON.

Napoleon in the depth of Winter crossed the Alps with Big Guns and a large army, a feat that could hardly be credited—snow and ice were covering the mountains. In 1812 he crossed to Moscow and attacked Russia, only to see Moscow in flames—and alas! one more dream of Napoleon's faded away. Even in the bitterest cold and the terrible ordeals of campaigning Napoleon still kept fit—he never grew a beard—always clean shaved and what with? Oil and the perfume of Lavender. The greatest men keep the smartest appearance. Napoleon died on May 15th, 1821.

SHAVEX
is sold everywhere in
6d., 1/- & 1/6 Tubes and 1/6 Pots.

Wonderful Reduction
SHAVEX SUPER BLADES
of all Chemists and Stores.
ONE BLADE 3d. instead of 4d.
Packet of 5 Blades 1/3.

WONDERFUL OFFER

WE want you to try SHAVEX under Ideal Conditions and offer you for 6d. post free a SHAVEX OUTFIT consisting of TEN DAYS' supply of SHAVEX, OUR NEW PATENT RAZOR, ONE SHAVEX Blade, the finest on the market. DON'T MISS THIS OFFER. Write to-day to the

Shavex Zee-Kol Co., Ltd. (Dept. R.11), 40, Blenheim Road, Upper Holloway, London, N.19.

SKIN DISEASES

Cured in a Night

WE HAVE A ROOM FULL OF TESTIMONIALS.

Many may promise a wonderful cure, but there is nothing like Zee-Kol. Beware of imitations.

ECZEMA.

"I suffered from Eczema all over my face and body. I applied Zee-Kol and in three days the Eczema had gone."

VARICOSE AND OTHER ULCERS.

"For years I could not walk with Ulcerated Leg. Zee-Kol cured it in a week."

ABSCESSES.

Zee-Kol instantly draws out all inflammation and the abscess is healed in twenty-four hours.

ERYSIPELAS.

This alarming skin affection will disappear in a few days with Zee-Kol applied night and morning. Its effect is marvellous.

Zee-Kol is, without doubt, the most wonderful skin remedy of all time. The cruellest Skin Diseases, such as Ulcers, Eczema, Abscesses, Erysipelas, etc., are rapidly and completely banished, and Pimples, Blackheads, Boils, Rashes, etc., disappear like magic. Never was known any remedy like Zee-Kol. Where it touches, the skin takes on a finer and healthier glow. It destroys everything unhealthy to the skin. No skin disease can resist it. Forget it being a Patent Medicine. This is the only way we have of letting the world know of Zee-Kol's marvellous power of skin healing. We are supplying the big London Skin Hospitals, for there is nothing in the world to compare with Zee-Kol. Do not hesitate. Go straight to your chemist and get a box of Zee-Kol and rest absolutely assured that your skin trouble will speedily be banished. Zee-Kol cures in record time, Eczema, all kinds of Ulcers, Hæmorrhoids, Chilblains, Bad Legs, Severe Burns, etc.

ZEE-KOL

4 FREE GIFTS COUPON

For sample of ZEE-KOL Ointment and Pills send 2d. stamp for postage. If sample of ZEE-KOL Medicated Soap and Doge Face Cream are also desired, send 4d. for postage and packing. Write to the **Shavex Zee-Kol Co., Ltd. (Dept. Z.K. 18), 40, Blenheim Road, London, N.19.** Of all chemists: Zee-Kol Ointment at 1/3 or a large tin 3/-.

BURNS.

Zee-Kol takes all pain away and no blister will form.

BOILS, ETC.

Boils cannot resist the wonderful healing properties of Zee-Kol, and in two days they disappear.

PIMPLES AND BLACKHEADS.

"I always had Blackheads and Pimples. Zee-Kol cured them in a night—they vanished."

LUMBAGO, STIFF JOINTS, ETC.

Splendid for Stiff Joints rubbed in gently by the fire, and for Rheumatism.

DOGE CREAM

THE NEW MARVELLOUS COMPLEXION RESTORER

HOWEVER sallow or patchy your complexion may be, we guarantee to make it perfect with Doge Cream. Doge Cream is absolutely a complete restorer. It works miracles on the skin, and is the most ideal complexion cream on the market.

It is the most remarkable and the most perfect cream that has ever been blended into a face cream. It contains Almond Oil, and it does not grow hair. It preserves the skin and takes away all wrinkles, and leaves the skin smooth as a child's. It was taken from an old Venetian recipe.

We guarantee that there is not another cream in the world to compare with Doge Cream. It will make the worst complexion perfect. Send for a sample and see its marvellous results.

Doge Cream is not a vanishing cream, and does not dry up the skin, it keeps the skin supple, firm and youthful.

Per Pot - - - 1/-;
Large Pot - - 2/-;
Large Tube - 9d.;

Obtainable from all Chemists and Stores.

When thinking of other face creams remember that Doge Cream is not like any of these. Try it and you will never go back to any other face cream you have ever used.

MRS. SIDDONS.

Mrs. Siddons was the greatest tragedienne England has ever known. She posed to Gainsborough many times. Her nose was always a great difficulty, but Gainsborough raved over her complexion. She always explained that it was the Almond Oil she used which kept it in such perfect condition. The Almond Oil fed the skin and gave her the youth of a young girl. It kept wrinkles away.

Almond Oil is used in Doge Cream.

SEND THIS COUPON TO-DAY!

For Free Sample Tube of DOGE CREAM

Cut out this coupon, attach it to a piece of paper on which your name and address are written plainly, and send with a 2d. stamp to the **Shavex Zee-Kol Co., Ltd. (Dept. D66), 40, Blenheim Road, Upper Holloway, London, N.19.**

Printed and Published Weekly by the Proprietors, ODHAMS PRESS LTD., Long Acre, London, W.C.2, England. Registered at the G.P.O. as a Newspaper. Post free, Inland and Canada, 13s. per annum; all other parts of the world 15s. 2d. per annum. Registered for transmission by Canadian Magazine Post. Agencies for Australia & New Zealand: Gordon & Gotch, Ltd. For South Africa: Central News Agency, Ltd. Agents for Canada: Imperial News Co., Ltd., also Canadian Wholesale Newsdealers' Association, Ltd. For America: International News Co., 131, Varick Street, New York, U.S.A. Also on sal. at W. H. Smith & Son, Ltd.'s Bookshops at 73, Marche-aux-Herbes, Bruxelles, and 246, Rue de Rivoli, Paris, and Messageries Dawson, 13, Rue Albouy, Paris.